

ORDINANCE NO. 2008-092

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ORDINANCE INSTITUTIONALIZING THE *i-SERVE* PROGRAM (INNOVATIVE SERVICE AND VALUE ENTITLEMENT PROGRAM), A QUALITY SERVICE ASSURANCE PROGRAM OF THE CITY GOVERNMENT OF NAGA BY GRANTING CERTAIN PRIVILEGES TO QUALIFIED NAGA CITY RESIDENTS THRU THE NAGA CITY PRIVILEGE CARD:-

Sponsor: Hon. John G. Bongat

EXPLANATORY NOTE

Section 458 (a) (1); (2); and (5) of Republic Act 7160, otherwise known as the Local Government Code of 1991 states that "the Sangguniang Panglungsod, as the Legislative Body of the city, shall enact ordinances x x x for the general welfare of the city and its inhabitants x x x and shall:

- (1) Approve ordinances and pass resolutions necessary for an efficient and effective city government x x x;
- (2) Generate and maximize the use of resources and revenues for the development plans, program objectives and priorities of the city x x x;
- (5) Approve ordinances which shall ensure the efficient and effective delivery of the basic services and facilities xxx.

The *i-Serve Program* which stands for Innovative Service and Value Entitlement is a service quality assurance project of the City Government of Naga and it will put into work a unified information system addressing problems in services integration, convergence and delivery.

The program is designed to record, monitor, and evaluate the delivery of basic services of the city government through the use of a computerized system which accounts and reports all service transactions utilizing the city website, www.naga.gov.ph, with the end in view of expediting and improving

the delivery particularly of frontline services of the city government to its constituents, from birth to death.

An ordinance enabling the institutionalization of the *i-Serve Program* of Naga City shall be enacted towards the program's effective and efficient implementation for a quality and effective service to the Nagueños, with the granting of certain privileges attached to the so called Naga City Privilege Card.

NOW, THEREFORE BE IT ORDAINED, AS IT IS HEREBY ORDAINED, by the Honorable Members of the Sangguniang Panlungsod duly assembled that:

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ARTICLE I
GENERAL PROVISIONS

SECTION 1. TITLE. - This Ordinance shall be known and may be cited as **"THE NAGA CITY PRIVILEGE CARD ORDINANCE"**.

SECTION 2. BASIS OF ORDINANCE. - This Ordinance is hereby enacted pursuant to Section 458 (a) (1); (2); and (5) of Republic Act 7160, otherwise known as the Local Government Code of 1991.

SECTION 3. PURPOSES. - The purposes of this Ordinance are:

- a) To implement quality service assurance by establishing a systematic mechanism of recording and assessment through the institutionalization of the *i-Serve Program* of Naga City;
- b) To ensure the delivery of quality and effective government service to the Nagueños by:
 - 1. recording of service delivery (encoding);
 - 2. ensuring delivery (verification);
 - 3. assessment and evaluation of service (performance);
 - and
 - 4. granting of free benefits and discounts and other privileges (privileges).
- c) To use a unified information system addressing problems in services integration and convergence.

- d) To establish an *i-Serve Information and Action Center (i-SIAC)* to facilitate service delivery of/and transactions with the different offices of the city.

SECTION 4. DEFINITION OF TERMS. - As used in this Ordinance, the following terms shall mean:

- a. ***i-Serve Program*** or ***ISVEP*** - refers to the Innovative Service & Value Entitlement Program (ISVEP), a quality service assurance program of the City Government of Naga.

i-Serve is an innovation of the present procedures being implemented by individual city agencies. It is a system change from recording on logbooks or forms to a unified computerized information system, which can facilitate immediate report generation and service improvement. Consequently, it also serves as a performance assessment tool for service quality and quantity evaluation of the individual agencies concerned, which is web-based, utilizing the city website, www.naga.gov.ph.

It is designed to record, monitor and evaluate the delivery of basic services of the city government thru the use of a computerized system which accounts and reports all service transactions utilizing the city website with the assistance of the *i-Serve Information and Action Center*.

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It also serves as a management tool on service performance evaluation and continuing service innovation.

Lastly, the program shall facilitate the availment of benefits and privileges by the target beneficiaries of the Naga City Privilege Card.

- b. ***i-Serve Action Team*** or ***i-SAT*** - refers to the policy-making and monitoring group constituted pursuant to Article IV of this Ordinance that shall ensure effective implementation of the *i-Serve Program*.

- c. ***i-Serve Information System*** or ***i-SIS*** - refers to the *i-Serve* module site or database networking the different frontline services of the city and other benefits provided in this Ordinance thru the city website www.naga.gov.ph.

- d. ***i-Serve Information and Action Center*** or ***i-SIAC*** - refers to the office in charge of the *i-Serve Program* to be established within City Hall premises, preferably adjacent to the main lobby, to facilitate service delivery of/and transactions under the program, and shall serve as the program's information center.
- e. ***Naga City Privilege Card*** - refers to the plastic *i-Serve* identification card issued to Naga City residents who are qualified pursuant to this Ordinance.
- f. ***Beneficiary*** - refers to the holder of the *Naga City Privilege Card* and his/her qualified and registered dependent/s who is/are entitled to the services and privileges as defined in this Ordinance. This is a component module of the *i-Serve Program*, where any Nagueño, upon qualification and registration, shall be issued with an exclusive ID card (*Naga City Privilege Card*) to facilitate access to and delivery of basic quality and effective government services and entitlement to benefits/privileges as defined in this Ordinance.
- g. ***Benefits*** - refers to the entitlements and privileges available to beneficiaries and their dependents under this Ordinance.
- h. ***SOMECAP Ordinance*** - refers to Ordinance No. 2005-023 (otherwise known as the "Integrated Socialized Medical Care Program" of the City of Naga) providing medical care to qualified beneficiaries as defined therein.
- i. ***Indigent*** - refers to a family whose gross household income per month does not exceed eight thousand pesos as certified by the City Social Welfare and Development Office, the ceiling indicated in the *SOMECAP* ordinance, and to Nutri-Ataman, Nutri-Dunong and Nutri-Nanay beneficiaries as defined in existing local ordinances and/or executive orders/issuances.

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- j. ***Dependent*** - refers to the qualified dependent as defined in Sec. 3e in relation to Sec. 6 of the *SOMECAP* ordinance, as registered under this Ordinance;

- k. ***Differently-Abled Person*** - refers to a disabled person as defined in R.A. 7772 (otherwise known as "Magna Carta for Disabled Persons");
- l. ***Senior Citizen*** - refers to a person as defined in Sec. 2 of R.A. 9257 (otherwise known as "Expanded Senior Citizens Act of 2003");
- m. ***Barangay Elective Official*** - refers to the Barangay Chairman and Kagawad, and Sangguniang Kabataan Chairman and Kagawad as defined in R.A. 7160 (otherwise known as "The Local Government Code of 1991");
- n. ***Barangay Appointive Official*** - refers to any member of the Lupong Tagapamayapa, the Barangay Secretary and Treasurer as defined in R.A. 7160 (otherwise known as "The Local Government Code of 1991");
- o. ***Barangay Volunteer Worker*** - refers to the Barangay Tanod, the Barangay Health Worker (BHW), the Barangay Nutrition Scholar (BNS), the Barangay Service Point Officer (BSPO), the Supplemental Feeding Volunteer (SFV), the Educare/Day Care Teacher and the Barangay Midwife as defined in R.A. 7160 (otherwise known as "The Local Government Code of 1991") or local ordinance, and to the Barangay Social Welfare Volunteer (SWV) duly authorized by the CSWDO;
- p. ***City Garbage Collection Worker*** - refers to the garbage collector, dump truck driver and street cleaner employed by the city government;
- q. ***MRF Worker*** - refers to a person working at the Materials Recovery Facility of the City;
- r. ***BANKAT Officer and Member*** - refers to the officer and member of Bantay-Kataid (BANKAT) Chapter and Federation as defined in Ordinance No. 2003-020, as amended by Ordinance No. 2005-031 and revised in Ordinance No. 2005-044.
- s. ***Sanggawadan*** - refers to a local program being implemented by the CSWDO assisting indigent in-school children.
- t. ***AICS (Aid to Individuals in Crisis Situations)*** - refers to the national program of the Department of Social Welfare and Development (DSWD) devolved to the city government thru the CSWDO.

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ARTICLE II
GUIDELINES AND APPLICATION OF *i-SERVE* PROGRAM

SECTION 5. *i-SERVE* GUIDELINES. - The *i-Serve* program shall observe the following guidelines:

a) REGISTRATION/MEMBERSHIP MANDATORY REQUIREMENTS

1. Must be at least 18 yrs. old [birth certificate or other valid ID with Date of Birth (DOB)];
2. Must be a registered voter of Naga (name in the voter's list or COMELEC Certification);
3. Residence or Community Tax Certificate on the year of application;
4. Filled-up *i-Serve* membership form; and
5. Have digital picture taken at the *Electronic Data Processing (EDP)* Unit of the city;

b) BENEFICIARIES

1. Primary Beneficiaries - shall refer to beneficiaries considered as priority sectors entitled to the benefits under this ordinance, on account of indigency, physical limitations and government service as defined hereunder.

A. **Indigent** beneficiaries, certified as such by the City Social Welfare and Development Office (CSWDO) and the City Population and Nutrition Office (CPNO), as follows:

- i. Sanggawadan beneficiaries as certified by the CSWDO;
- ii. QUEEN and QUEEN Plus beneficiaries as certified by the CSWDO and the NCSB;
- iii. AICS beneficiaries as certified by the CSWDO;
- iv. Nutri-Ataman beneficiaries as certified by the CPNO;
- v. Nutri-Dunong beneficiaries as certified by the CPNO;

vi. Nutri-Nanay beneficiaries as certified by the CPNO.

B. **Sectoral** beneficiaries, certified as such by the concerned office, as follows:

- i. Differently-abled persons as certified by the CSWDO;
- ii. Senior Citizens as certified by the Naga City Senior Citizens Federation;

C. **Government Service** beneficiaries, certified as such by the concerned office, as follows:

- i. Permanent, casual, contractual and job order employees of the city government as certified by the City Human Resources Management Office;

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- ii. Barangay elective officials as certified by the DILG;
- iii. Barangay volunteer workers as certified by the concerned barangay;
- iv. Barangay appointive officials as certified by the concerned barangay;

D. **Volunteer Service** beneficiaries, certified as such by the concerned office, as follows:

- i. BANKAT officers and members as certified by the Naga City BANKAT Federation;
- ii. MRF workers as certified by the City ENRO;
- iii. Traffic Violations Bureau (TVB) members;
- iv. Prime Movers for Peace and Progress Association, Inc. (PRIMO) members;

and other organizations as may be determined by the i-SAT.

2. Secondary Beneficiaries - shall refer to beneficiaries entitled to certain benefits under this ordinance, on account of the fact that they

are organized or accredited by the city government or their voluntary submission to be covered by the program.

A. **Organized** beneficiaries referring to members of organizations organized or accredited by the city government, certified as such by the Lingkod Barangay Office and the i-SAT, subject to the approval of the City Mayor.

B. **Individual Voluntary** beneficiaries referring to Nagueños, who meet the mandatory membership requirements under Sec. 5a of this Ordinance, provided he/she pays an annual membership fee in such amount as may be determined by the i-SAT, subject to the approval of the City Mayor.

c) PRIVILEGES/BENEFITS AS DEFINED IN ARTICLE III, SEC. 9 OF THIS ORDINANCE

1. **Full Entitlement** (free [except internet access at the City Library, the free use of which is available as a special benefit to Nutri-Ataman beneficiaries under Sec. 9-I-B of Art. III of this Ordinance] and discount benefits as defined in Sec. 9-I-A and 9-II-A, respectively, of Art. III) shall be available to Primary Beneficiaries and their registered dependents;

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2. **Partial Entitlement** (discount benefits as defined in Sec. 9-I-A and 9-II-A, respectively, of Art. III) shall be available to Secondary Beneficiaries;

3. **Special Incentives** (like insurance coverage, free movie house entrance, free internet access, free blood chemistry, etc. shall be accorded to some beneficiaries, and non-extendible to their dependents) shall be available to some beneficiaries as may be prescribed by the i-SAT in the IRR.

d) RECLASSIFICATION AND/OR CANCELLATION OF MEMBERSHIP

1. Upon application by the beneficiary/holder and/or verification by *i-SAT*, any Naga City Privilege Card may be reclassified. The Naga City Privilege Card of the concerned beneficiary/holder may be upgraded or downgraded, as the case may be, should he acquire additional/new qualifications or cease to enjoy the special qualifications under this Ordinance.
2. Upon application by the beneficiary/holder and/or verification by *i-SAT*, any Naga City Privilege Card may be cancelled. The Naga City Privilege Card of the concerned beneficiary/holder should be surrendered to the *i-SAT*. Beneficiaries/holders of the cancelled cards, not surrendered, shall be blacklisted and confiscated by the *i-SAT*.

SECTION 6. i-SERVE PROGRAM APPLICATION. - In addition to the declared policy of the program on "***i-Serve***" the implementation of the program shall be guided by the following:

- a) Prior to implementation of the *i-Serve Program*, the selected city offices/departments enumerated in Sec. 9-I-A of Art. III of this Ordinance will be equipped with the appropriate computer system using their existing internet connections. The system will provide a workstation in a strategic area designated by each office to key-in information into the unified service database. Personnel will be trained in the actual operation of the system. Documentation will be provided for future reference of end-users;
- b) Data gathering and database buildup shall be employed and validated prior to the production of *i-Serve* cards. Initial distribution shall be accomplished by organizational level issuance;

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- c) Qualification and validation shall be done in accordance with Sec. 5a of Art II of this Ordinance;

- d) Full privileges can be obtained after formulation of card policies and procedures to be determined by the *i-SAT*. Other special benefits/privileges will be put in place as soon as arrangements shall have been formalized with prospective private establishments;
- e) Card-bearing clients are priority on the delivery of services, as bearers are already included in the central database and their identity and qualifications have been duly verified.

ARTICLE III

THE NAGA CITY PRIVILEGE CARD

SECTION 7. DESCRIPTION AND IMPORTANCE OF THE NAGA CITY PRIVILEGE CARD. - A component module of the *i-Serve Program*, wherein any Nagueño, upon registration and qualification pursuant to this Ordinance, shall be issued with an exclusive lifetime ID Card, subject to reclassification and/or cancellation, as the case may be, pursuant to Sec. 5d of Art. II of this Ordinance, to facilitate access and delivery of basic quality and effective government service.

Through the use of an exclusive ID Card, any Naga City resident, duly registered and qualified, will be issued the Naga City Privilege Card. This card shall be presented when holders thereof are availing themselves of any of the services being rendered by the city government.

Through the use of this ID card, service deliveries are expected to be hastened due to instant positive identification of target pre-qualified beneficiary. The information found in the card such as the unique identification number can also be verified in the *i-Serve* workstations found right in the premises of the delivering agency.

All services availed of will be entered and recorded in the computer system. A printed acknowledgment receipt will be generated, and validated by the beneficiary upon completion of any service received.

The exclusive ID card will also contain essential information which will determine the identity of the bearer in accordance with the specifications as may be prescribed by the *i-SAT*.

SECTION 8. DATABASE AND NETWORK MAINTENANCE - The EDP shall design a database and networking system for exclusive use of the city government and its concerned offices/departments for the efficient implementation of the *i-Serve* program.

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SECTION 9. PRIVILEGES AND BENEFITS UNDER THE NAGA CITY PRIVILEGE CARD. - The privileges and benefits under the Naga City Privilege Card are available thru -

I. THE CITY GOVERNMENT:

A. REGULAR FREE AND 20% DISCOUNT BENEFITS

- a) Free or discounted Health Services, as the case may be, at the City Health Office
 - 1. General Consultation;
 - 2. Medical & Dental Services;
 - 3. Medicines; and
 - 4. Death Certification.
- b) Free or discounted Hospital Services, as the case may be, at the Naga City Hospital
 - 1. Out-patient Consultation (check-up, diagnosis, blood pressure reading, etc.);
 - 2. Admission and confinement;
 - 3. Pharmacy (medicines);
 - 4. Laboratory examinations (x-ray, ECG, blood and drug test); and
 - 5. Ambulance service.
- c) Free Social Services at the City Social Welfare & Development Office (CSWDO) available to identified beneficiaries and/or their dependents
 - 1. Educational Support for Sangkawadan, QUEEN and QUEEN Plus beneficiaries enrolled in public elementary and high schools, as well as for dependents of pre-school age (3 to 6 years old) of primary beneficiaries enrolled in educare centers throughout the city, in cooperation with the barangay councils;

2. Food, medical, transportation, burial, shelter aids and limited financial support, as determined under the AICS program;
 3. Case Study Report;
 4. Referrals to concerned local and national agencies; and
 5. Counseling.
- d) Free population and nutrition services at the City Population and Nutrition Office (CPNO) available to identified beneficiaries and/or their dependents
1. Free Nutrition Program services available to all "Nutri-Ataman", Nutri-Dunong" and "Nutri-Nanay" recipients such as:
 - a) Feeding activities (including "Nutri-Mix preparation)
 - b) Supplements & Vitamins Administration;
 2. Free services on Voluntary Surgical Contraception (Bilateral Tubal Ligation & Non-Scapel Vasectomy) including post-op medication to all motivated clients; and

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3. Free initial family planning advice to all new family planning acceptors and existing practitioners.
- e) Free or discounted Educational Services at the Naga City Library (Raul S. Roco Library and Bicol Science and Technology Centrum)
1. Free Library services and discounted internet access; and
 2. Free Science Centrum Tour.
- f) Free or discounted Employment & Livelihood Services at the Metro PESO and City Agriculturist Office, and services at the City Veterinary Office
1. Free Overseas and Local Employment Referral;
 2. Free or discounted Skills Training;
 3. Free application for Small Enterprise Loan Assistance;
 4. Free or discounted Agricultural Input Assistance; and

5. Free or discounted Anti-rabies vaccination for up to a maximum of 3 dogs only per year.
- g) Free or discounted registration services at the Local Civil Registry
 1. Free or discounted fees for Certificate of Live Birth;
 2. Free or discounted fees for Death Certificate; and
 3. Free or discounted fees for Marriage Certificate.
- h) Free or discounted Burial permit and cemetery fees from the City Treasurer's Office; and
- i) Other services as may be determined by the i-SAT, subject to the approval of the City Mayor.

B. SPECIAL FREE AND DISCOUNT BENEFITS

- a) Free life and non-accident insurance from the city government to a select group of beneficiaries engaged in volunteer service to the community and/or hazardous activities as may be defined by the i-SAT and approved by the City Mayor; these special benefits shall not extend to the said beneficiaries' dependent/s;
- b) Free blood chemistry gift certificate (from the Naga City Hospital, claimable from the office of the City Mayor, to senior citizens as certified by the Naga City Senior Citizens Federation;
- c) Free internet access at the City Library, to Nutri-Dunong Beneficiaries (aged 6 to 12 years);
- d) Free entrance at the BSTC, to Nutri-Ataman beneficiaries (aged 2 to 6 years), Nutri-Dunong Beneficiaries (aged 6 to 12 years) and Differently-abled persons (aged 6 to 12 years);

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- e) Free copy of the Naga City Citizens Charter for all heads of households enrolled in the program; and
- f) Two peso (P2.00) discount per kilo purchased from the *Tindahan Natin* operators in the barangays accredited by the CSWDO.

II. THE PARTICIPATING AND ACCREDITED PRIVATE ESTABLISHMENTS /SERVICES WITH DISCOUNT OR SPECIAL FREE PRIVILEGES:

A. REGULAR DISCOUNT BENEFITS

1. Food outlets;
2. Authorized barangay rice outlets;
3. Drug stores;
4. Movie houses;
5. Public transport; and
6. Other private establishments willing to participate in the program.

B. SPECIAL FREE BENEFITS

- a) Free entrance to movie houses to senior citizens; this benefit shall not extend to their dependent/s; and
- b) Free physical therapy sessions in partner rehabilitation institution/s for primary beneficiaries suffering from paralysis brought about by stroke; and
- c) Other special free benefits that may be offered by participating private institutions.

SECTION 10. RATIONALIZATION OF MEDICAL BENEFITS - All medical assistance granted to qualified beneficiaries and dependents under this Ordinance shall be without prejudice to medical benefits already granted by existing ordinances such as the SOMECAP Ordinance (Ord. No. 2005-023), Ordinance No. 2005-014 (establishing cash assistance fund for hospitalization/medical and/or death expenses of barangay volunteer workers), and other similar ordinances, which shall be maintained.

SECTION 11. PROCEDURE FOR REDRESS - The procedure established under Sec. 7 of Ordinance No. 2002-063 (otherwise known as the "i-Governance Ordinance of Naga City") shall be observed or followed in the event of failure on the part of the city government or any of its officers in making the benefits/privileges available to the beneficiaries concerned or their dependent/s as mandated by this Ordinance.

ARTICLE IV
THE i-SERVE ACTION TEAM (i-SAT)

SECTION 12. POWERS AND FUNCTIONS OF i-SAT - The i-SAT shall have the following powers and functions:

- a) Formulate the Implementing Rules and Regulations of this ordinance within sixty (60) days from approval of this Ordinance by the City Mayor, subject to ratification by the Sanggunian;

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- b) Monitor the implementation of this ordinance;
- c) Serve as the policy-making and governing body of the i-Serve program of the city of Naga established in this Ordinance;
- d) Hold monthly meetings to coincide with the fourth management committee meeting of each month;
- e) Ensure that the program is effectively, efficiently and properly implemented;
- f) Establish the i-SIS and the i-SIAC, with the end in view of transforming the city government and its services client-friendly;
- g) Formulate and approve the procedure for Naga City Privilege Card application, reclassification and cancellation;
- h) Perform an oversight function over the improvement of the quality of the frontline services being performed by the different participating offices/departments of the city government, in coordination with the Productivity Improvement Program (PIP) Committee as defined in the Naga City PIP Ordinance;
- i) Recommend to the Sangguniang Panlungsod for possible amendment of the ordinance such measures and further innovations to further improve the implementation of the program;
- j) Prepare and submit a quarterly report to the City Mayor and the Sangguniang Panlungsod;
- k) Prepare and submit to the City Mayor and the Sangguniang Panlungsod an annual service quality assurance assessment report per office, not later than December 15 of each year; and
- l) Adopt internal rules necessary to facilitate the efficient and effective performance of its duties and functions.

SECTION 13. COMPOSITION - The i-SAT shall be comprised of the following:

Honorary Chairman - the City Mayor

Chairman and Presiding Officer - the SP Chairman, Committee on Appropriations

Vice Chairman for Administration - the City Administrator as i-Serve Project Administrator

Vice Chairman for Operations - the City EDP Head as *i-Serve*
Project Operations Officer
Executive Officer - the *i-Serve* Project Coordinator

Members - City Department Heads or representatives of:

City Health Office (CHO)
Naga City Hospital (NCH)
City Social Welfare and Devt. Office (CSWDO)
City Population and Nutrition Office (CPNO)
City Agriculturist's Office
City Veterinary Office
City Environment and Natural
Resources Office (City ENRO)
City Library

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City Treasurer's Office (CTO)
Local Civil Registry (LCR)
Public Employment Services Office (Metro PESO)
Bicol Science and Technology Centrum (BSTC)
Lingkod Barangay Office (LBO)
Naga City School Board (NCSB)

The Committee shall meet at least once a month and submit monthly reports to the City Mayor for discussion during Management Committee meetings.

The City Planning and Development Office (CPDO) shall serve as the Secretariat of the i-SAT.

ARTICLE V

FUNDING AND EFFECTIVITY OF THE ORDINANCE

SECTION 14. FUNDING AND APPROPRIATION. - The annual funding necessary to operationalize, maintain, improve, and update the *i-Serve* program as well as the frontline services of the different participating offices/departments in this program shall be charged against existing appropriations for *i-Serve* project and the respective current appropriations of the said offices/departments as indicated in the city's annual budget and the identified non-office items and the Local Development Fund, as the case may be.

SECTION 15. SEPARABILITY CLAUSE. - Any provision or portion of this ordinance found to be violative of the constitution or invalid shall not impair the other provisions or parts thereof which shall continue to be in force and in effect.

SECTION 16. REPEALING CLAUSE. - Ordinances, rules and regulations or parts thereof, which are inconsistent or in conflict with the provisions of this ordinance, are hereby repealed or modified accordingly.

SECTION 17. EFFECTIVITY. - This ordinance shall take effect immediately upon its approval and publication in a newspaper of general circulation in the City of Naga.

ENACTED: November 11, 2008.

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WE HEREBY CERTIFY to the correctness of the foregoing ordinance.

GIL A. DELA TORRE
Secretary to the
Sangguniang Panlungsod

GABRIEL H. BORDADO, JR.
City Vice Mayor &
Presiding Officer **APPROVED:**

JESSE M. ROBREDO
City Mayor