



Republic of the Philippines  
Tangapan ng Sangguniang Panlungsod  
2/F City Hall Bldg., J. Miranda Ave., Con. Peq., Naga City  
☎ 472-79-19 • 473-20-51  
**ORDINANCE NO. 2017-108**  
VVVVVVVVVVVVVVVVVVVVVVVVVVVVVV



**AN ORDINANCE REORGANIZING AND EFFECTING FUNCTIONAL CHANGES IN THE CITY EVENTS, PROTOCOL AND PUBLIC INFORMATION OFFICE (CEPPIO), INTEGRATING THEREIN THE I-SERVE INFORMATION AND ACTION CENTER (I-SIAC) AND THE CITY PUBLICATIONS OFFICE, AND FOR OTHER PURPOSES:-**

Hon. Joselito S.A. del Rosario  
Hon. Elmer S. Baldemoro  
Hon. Ray-An Cydrick G. Rentoy  
Hon. Cecilia Veluz- De Asis  
Sponsors

**EXPLANATORY NOTE**

It is the avowed policy of the City Government of Naga to ensure transparency and full and appropriate disclosure of its policies, programs, official activities, and achievements which are of public concern. In compliance with this policy, the CEPPIO was created under Ordinance No. 2014- 002 with the task of not just delivering to the public needed and relevant information about the City Government's policies, programs, official activities and achievements, but also the handling and managing of its various events.

However, with some city government's offices exercising the same mandate, some functions were observed to overlap. In order to promote and maintain effectiveness, efficiency and economy, as well as enhance institutional capacity with the given rapid development of the existing and emerging media, there is a vital need to re-organize and effect functional changes in CEPPIO. Integrating under it the present I-Serve Information and Action Center created under City Ordinance No. 2008-092 and the City Publications Office- two (2) offices mandated with the like functions- can systemize, rationalize and complement the existing structure of the office for a more productive and systematic interaction between the people and the City Government.

**SECTION 1. THE CEPPIO.** The City Events, Protocol and Public Information Office is hereby reorganized and elevated into a full-fledged department of the City Government. The functions of the I-Serve Information and Action Center and the City Publications Office shall be integrated under it.

**SECTION 2. ADMINISTRATIVE DIVISIONS AND SECTIONS.** The CEPPIO shall have the following administrative divisions and sections:

**A. Events Management and Protocol Services Division.** The division shall be responsible for the planning, organization, and implementation of the official City Government events and special activities. It shall:

- a. Establish the calendar of activities for official, regularly-held and traditional city events, and special events hosted, co-hosted, sponsored, or co-sponsored by the City Government;
- b. Organize events and manage functions as directed by the City Mayor;

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- c. Take care of logistics, venue preparation, and food/beverage services pursuant to existing procurement, accounting and auditing rules, and the supervision of the city's sound and light system service team;
- d. Coordinate with the city government departments, national government agencies, civic groups, non-government entities and private organizations in relation to the conduct of regular and special events of the City Government;
- e. Manage and supervise the existing Naga City Hall Chorale;
- f. Handle all protocol services for and on behalf of the city government which include, but are not limited to:
  - i. Reception of visitors in City Hall;
  - ii. Planning and holding of city hospitality functions and major visits by Heads of State, Heads of Government, and other guests of the city government, and
  - iii. Provide advice to the City Mayor, members of the Sangguniang Panlungsod and government departments on protocol-related matters such as ceremonies, forms of address, flag procedures, and heraldry matters such as official use of the City Seal and emblems
- g. Assist the City Mayor and the Sangguniang Panlungsod in giving due recognition to Nagueños, as provided in the existing Naga City honors system such as the Mayoral Awards;
- h. Liaise with the Secretariat of the Sangguniang Panlungsod and other departments of the city government;

**B. Communications Operations Division.** The Communications Operations Division shall perform the following functions:

- a. Develop and implement necessary guidelines and mechanisms pertaining to the delivery and dissemination of information relating to the policies, programs, official activities and achievements of the city government;
- b. Develop, manage and operate viable government-owned or controlled information dissemination structure / facilities to provide the city government access to the people as an alternative to the private mass media entities;
- c. Produce television-radio programs and infomercials;
- d. Coordinate and cultivate relations with private media entities;
- e. Assist in the management and administration of the city official website;

**C. Communications Development and Strategic Planning Division.** The Communications Development and Strategic Planning Division shall perform the following functions:

- a. Coordinate the crafting, formulation, development and enhancement of the messaging system with the various offices and departments of the city government;
- b. Design and recommend responses to issues that arise on a daily basis;
- c. Ensure consistency in the messages issued by the City Mayor and the Sangguniang Panlungsod;
- d. Assist in the formulation and implementation of new media strategies;
- e. Assist in research and development of new media instruments;
- f. Maintain and develop contents for new media platforms including, but is not limited to second generation web-based technologies (Web 2.0) such as social media and networking sites;
- g. Liase with the Sangguniang Panlungsod Secretariat and City Mayor's Office Records Division;
- h. Control and supervise the conduct of market research, monitor public opinion, and gather, use and analyze relevant data as may be necessary;
- i. Perform editorial functions for the Naga Smiles Magazine, the city's quarterly magazine and the Naga City Gazette, the official city journal, in close coordination with the Sangguniang Panlungsod;

**D. I-Serve Information and Action Division.** The I-Serve Information and Action Division shall be responsible for the implementation of the provisions of City Ordinance No. 2008-092, as amended. It shall:

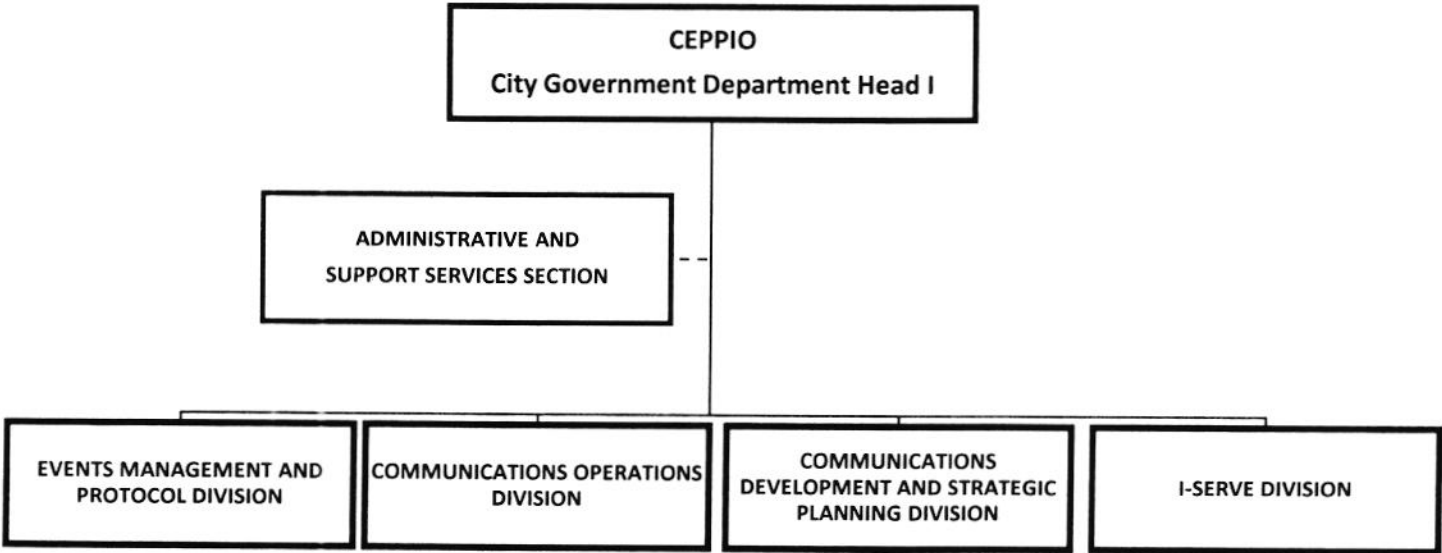
- a. Establish and maintain a systematic mechanism of recording and assessment of i-Serve Program;
- b. Ensure the delivery of quality and effective government services to the Nagueños by:
  - i. recording of service delivery (encoding);
  - ii. ensuring delivery (verification);
  - iii. assessment and evaluation of service (performance); and
  - iv. granting of free benefits and discounts and other privileges
- c. Maintain a unified information system addressing problems in services integration and convergence;
- d. Man the established i-Serve Information and Action Center (i-SIAC) to facilitate service delivery of/and transactions with the different offices of the city.

**E. Administrative and Support Services Section.** The Administrative and Support Services Section shall be responsible for providing efficient and effective service relative to general support services to ensure the smooth operation of the department. It shall:

- i. Handle the processing of claims;
- ii. Maintain and control incoming and outgoing documents and claims;
- iii. Maintain a comprehensive list of records of inventory and appraisal and records disposition of the same;

- iv. Maintain and implement a centralized filing and retrieval of circulars, memoranda, orders, contracts and similar documents;
- v. Release mail and parcels;
- vi. Provide messengerial services;
- vii. Maintain a service vehicle, and;
- viii. Perform related functions as maybe assigned from time to time.

**SECTION 3. ORGANIZATIONAL STRUCTURE.** The CEPPIO shall have the following organizational structure:



**SECTION 4. NEW STRUCTURE AND PATTERN.** The Human Resource Management Office in coordination with the City Budget Office shall prepare the new position structure, staffing pattern and corresponding plantilla positions funding of this new department.

**SECTION 5. TRANSITORY PROVISIONS.** All existing personnel of the City Publications Office, I-Serve Information and Action Center and city sound system unit currently under the City Mayor's Office, City Administrator's Office and General Services Department, shall be transferred to the CEPPIO and continue to perform their respective duties and responsibilities and receive the corresponding salaries and benefits.

The budget of the office herein reorganized shall be sourced from the remaining budget of CEPPIO, CPO and I-Serve Program for the current year, subject to existing and applicable laws, rules and regulations.

**SECTION 6. REPEALING CLAUSE.** All ordinances and/or executive issuances which are inconsistent with the provisions of this Ordinance are hereby repealed or modified accordingly.

**SECTION 7. SEPARABILITY CLAUSE.** If any provision of this Ordinance shall be held unconstitutional, the remainder not otherwise affected shall remain in full force and effect.

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**SECTION 8. EFFECTIVITY.** This Ordinance shall take effect immediately.

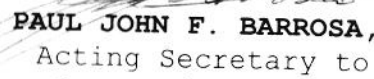
**ENACTED:** December 19, 2017

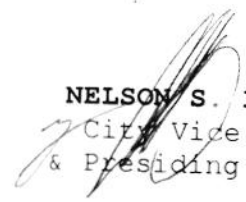
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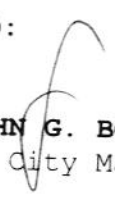
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**WE HEREBY CERTIFY** to the correctness of the foregoing ordinance.

  
**PAUL JOHN F. BARROSA, MBA**  
Acting Secretary to the  
Sangguniang Panlungsod

  
**NELSON S. LEGACION**  
City Vice Mayor  
& Presiding Officer

**APPROVED:**

  
**JOHN G. BONGAT**  
City Mayor

12/28/17