



ADMINISTRATIVE ORDER NO. 2025 – 001

**ESTABLISHING GUIDELINES FOR ENSURING AND SUSTAINING
THE QUALITY, EFFICIENCY, ACCESSIBILITY, AND
RESPONSIVENESS OF FRONTLINE SERVICES IN THE CITY
GOVERNMENT OF NAGA**

WHEREAS, Presidential Proclamation No. 818, s. 2025 declares the month of May of every year as the Ease of Doing Business (EODB) Month;

WHEREAS, this month-long observance aims to raise awareness, promote reforms, and encourage collaboration among government agencies, the private sector, and the public to enhance the ease of doing business in the Philippines;

WHEREAS, the City Government of Naga joins the entire nation in the observance of the EODB Month celebration with the theme, “Red Tape To Red Carpet: Better Business Movement in a Bagong Pilipinas (#R2C:BBMBP)”;

WHEREAS, in support of the conduct of the celebration, the Anti-Red Tape Authority (ARTA) issued Advisory No. 2025-011 s. 2025 indicating the supplemental guidelines on ARTA Memorandum Circular No. 2025-01, item 5.6, on the conduct nationwide frontline service inspection on the second week of May;

WHEREAS, to guide the compliance of the city government in the evaluation activity, and ensure and sustain the quality, efficiency, accessibility, and responsiveness of government frontline services in adherence to Republic Act No. 11032, there shall be established guidelines pertaining such;

NOW THEREFORE, I, NELSON S. LEGACION, by virtue of the powers vested in me by law, do hereby order the following:

SECTION 1. CITIZEN'S CHARTER. The following guidelines shall be observed in the preparation and setting up of Citizen's Charter in all the offices of the City Government of Naga:

- a. Ensure the Citizen's Charter includes the following information:
 - i. Step-by-step procedures for availing the service;
 - ii. Processing time for each transaction type (Simple, Complex, or Highly Technical);



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- iii. Complete list of required documents;
- iv. Applicable fees to be paid.
- b. Confirm that the posted Citizen's Charter is the most recent and updated version, reflecting any changes in procedures, automation, processing times, or costs. Verify that no outdated content is displayed.
- c. Verify that the Citizen's Charter information billboard is prominently posted/located at the main entrance of offices or at the most conspicuous place.
- d. The Citizen's Charter shall be submitted to the i-Governance Office for the uploading and posting at the city official website.

SECTION 2. PRESCRIBED PROCESSING TIMES

- a. Ensure that transactions are completed within the prescribed processing time of the service availed as specified in the Citizen's Charter.
- b. Observe actual transactions to identify any delays, repeated visits, or unnecessary processing steps.
- c. Review time-stamped queue slips, receipts, or forms to verify compliance with prescribed time frames.

SECTION 3. PROFESSIONALISM AND RESPONSIVENESS OF FRONTLINE PERSONNEL

- a. Ensure that service personnel observe the following:
 - i. Wear official identification cards or nameplates
 - ii. Demonstrate professional conduct, courtesy, and responsiveness
 - iii. Are capable of clearly explaining procedures and responding to queries.

SECTION 4. AVAILABILITY AND USE OF FEEDBACK MECHANISMS

- a. Implement a Client Satisfaction Measurement (CSM) employing either of the following tools:
 - i. Printed feedback forms;
 - ii. QR codes or digital feedback links;
 - iii. Suggestion boxes or touchscreen kiosks.
- b. In coordination with the i-Governance Office, ensure that feedback is collected, analyzed, and used to improve frontline service delivery.



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SECTION 5. QUEUE MANAGEMENT AND SERVICE AREA ORGANIZATION

- a. Ensure that a queueing system is in place—either manual (number slips) or digital.
- b. Check the state of the waiting area:
 - i. Adequate seating and ventilation;
 - ii. Signages or guides to inform clients of the process
- c. Implement procedures for ensuring orderly and efficient flow during busy hours

SECTION 6. ACCESSIBILITY AND CLIENT-FRIENDLINESS OF THE FACILITY

- a. Ensure the facility is:
 - i. Accessible to persons with disabilities, senior citizens, and other priority clients;
 - ii. Equipped with priority lanes for vulnerable sectors;
 - iii. Clean, organized, and safe for both staff and the transacting public.
- b. Check if clear signages and process guides are available and easy to follow.

SECTION 7. AVAILABILITY AND EFFICIENCY OF ONLINE OR DIGITAL CHANNELS

- a. Where applicable, provide online options for application, monitoring, or inquiries.
- b. Ensure that digital platforms are:
 - i. Functional, updated, and publicly accessible
 - ii. Supported by trained personnel who can assist clients when needed.

SECTION 8. VISIBILITY OF EODB MONTH ADVOCACY MATERIALS

- a. Display the EODB Month materials, especially the official "Bawal ang Red Tape" poster, in the service area.
- b. Materials must be:
 - i. Clearly visible to clients;
 - ii. Placed in conspicuous, high-traffic areas (e.g., entrance, counters);
 - iii. Clean and presentable.



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SECTION 9. FUNCTIONALITY OF PUBLIC ASSISTANCE AND COMPLAINTS DESK (PACD)


- a. Establish a visible and clearly labeled PACD within the premises.
- b. Ensure that the PACD is:
 - i. Staffed by trained personnel;
 - ii. Actively responding to queries and complaints;
 - iii. Providing clear instructions on how to file a complaint.
- c. Ensure that the desk displays contact information (email, hotline, or text line) through which clients can submit concerns.

SECTION 10. EFFECTIVITY. This Administrative Order shall become effective immediately upon its approval.

Issued this 5th day of May, 2025 in the City of Naga, Republic of the Philippines.

NELSON S. LEGACION
City Mayor

Attested by:


JOSELITO SA. DEL ROSARIO
City Administrator