



SANGGUNIANG PANLUNGSOD NG NAGA

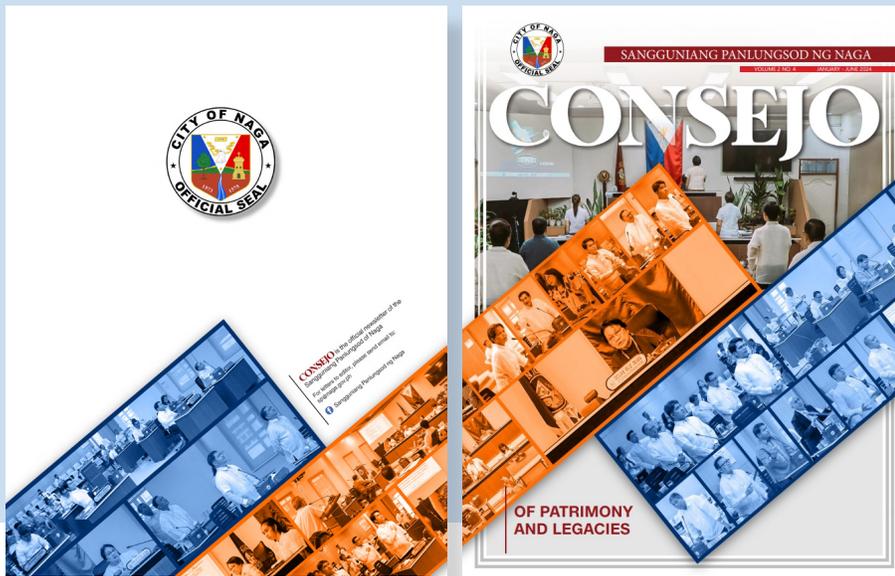
VOLUME 2 NO. 4

JANUARY - JUNE 2024

# CONSEJO



**OF PATRIMONY  
AND LEGACIES**



## ABOUT THE COVER

### Of Patrimony and Legacies

Patrimony, n. 1. an estate inherited from one's father or ancestors. *Syn.* inheritance, endowment, bequeathal.

Legacy, n. 1. a gift of money or property left to someone in a will. 2. anything handed down from the past, as from an ancestor. *Syn.* bequest, heritage, heirloom, birthright.

Of Patrimony and Legacies, the Consejo Vol. 2 No. 4 focuses on our birthright as *Nagueños* which have been handed down to us by our forebears and the endowments we will bequeath to the next generation.

CONSEJO — the official newsletter of the Sangguniang Panlungsod ng Naga.



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**N**aga City, the veritable heart of Bicol, serves as a testament to the community's unwavering faith, resilience, and rich historical narrative. Known as the "Pilgrim City," Naga is home to the revered Peñafrancia Festival, which draws thousands of devotees and tourists each year. This vibrant festival celebrates the devotion to Our Lady of Peñafrancia, showcasing the deep spiritual connection of the locals to their faith, and illustrating how religion is intricately woven into the city's identity.

The city's resilience is reflected in its rich historical tapestry, marked by a blend of indigenous, Spanish, and American influences. Established during the Spanish colonial period, Naga City had witnessed significant events that shaped Philippine history, including its role in the fight for independence. The iconic Plaza Quince Martires and the Naga Metropolitan Cathedral stand as enduring symbols of the city's rich past, each telling stories of triumph and perseverance through the challenges faced by its people. This blend of history and culture is a source of pride for the Nagueños, who continue to uphold traditions while embracing modernization.

Moreover, Naga City's community spirit underscores its resilience in the face of natural disasters and economic challenges. Time and again, the people of Naga have demonstrated their ability to come together, rebuild, and support one another, reinforcing the city's reputation as a hub of solidarity and strength. As we uphold the heritage of the city, we recognize not only its religious prominence and historical significance but also its capacity to rise above adversity, fostering a community that is as vibrant as it is enduring.

**Hon. Gabriel H. Bordado, Jr.**  
Representative, Third District, Camarines Sur



**T**his first semester of the year 2024 is a celebratory period for us. We have been met with profound feats, particularly in the areas of health and nutrition and family, women, and children, as well as in the livelihood sector, as we have been named and recertified as a Gender and Development (GAD) Local Learning Hub. Further, we have all the more been undertaking many programs and activities to better strengthen the sector of our local arts and culture and preserve our rich heritage and distinct identities as Naguenos, as Bicolanos. Moving forward, we have established a new tourism brand for us, the “NagaYon,” that further aims to build our own mark in the tourism industry and better inspire our quest for many more improvements.

These are only some of the remarkable achievements that we have attained, for which we thank the members of the 14th Sangguniang Panlungsod for your unwavering support of our shared aspirations for Naga that are all anchored towards the upliftment and betterment of the lives of the Naguenos. These accomplishments mirror our collective aim to create a livable city that is safe, peaceful, and progressive. What we want is a healthy city that upholds the wellbeing of every member of the community and also one that is continuously evolving in the milieu of many positive developments, both locally and globally.



With these efforts, we wish to continually shape the future of our locality with the foundations of strong and resilient institutions, a flourishing culture, and thriving growth in terms of our local economy. These qualities are the values and inheritance that we want to share with our children and pass on to the succeeding generations of Naguenos—a vibrant Naga that remains firmly anchored to its storied past and, equally, to a vision of a future-ready city.

As it is, we continuously enjoin the participation of everyone in this quest of preserving our established traditions and communities while striding towards making more impactful changes onwards to achieving more sustainable developments. Naga Na, Uswag Pa!

  
**Hon. Nelson S. Legacion**  
City Mayor

# SALUGUIGUI NATIONAL HIGH SCHOOL

- 6 Classroom Building



**A**s we close the Diamond Jubilee of Naga City's Charter, and start to step towards the next 75 years, let me recall a popular Filipino salawikain, "Ang hindi marunong lumingon sa pinanggalingan, hindi makakarating sa paroroonan." Let this adage remind us that as we move forward to the future, we must be cognizant of our past, and let our history inform our present actions.

On behalf of my colleagues in the 14th Sangguniang Panlungsod, we would like to thank the Honorable Mayor Nelson S. Legacion and the Honorable Gabriel H. Bordado, Jr. for their respective messages for the Vol. 2 No. 4 issue of CONSEJO, the Sangguniang Panlungsod newsletter. Both Mayor Son and Cong. Gabby have always been steadfast allies in our mission to better the lives of our constituents through relevant, responsive, and resonant legislation.

In this issue of CONSEJO, *Of Patrimony and Legacies*, we acknowledge that we are accountable for the preservation and promotion (through legislation) of the inheritance willed to us by our ancestors; and likewise, it is our charge to bequeath (again, through legislation) to the coming generations a better and brighter future.

In *Renaissance: An Upheaval in Naga City's Culture and the Arts*, we reflect on how our community rallied together and worked with the SP to save a notable fragment of our historical and cultural heritage. We also recognize the programs and ordinances that have garnered praise and validation from the nation in *Making Legacies: The GADtimpala Awards and the Local Learning Hubs*.

We hope you enjoy reading the new issue of CONSEJO. Informing you is part of our commitment to you.

Dios Mabalos po.

**Hon. Cecilia B. Veluz-De Asis**  
City Vice Mayor & Presiding Officer  
14th Sangguniang Panlungsod

# OF PATRIMONY AND LEGACIES



■ Disclaimer: While most pictures in this issue were taken by our staff photographers, some images were sourced from the files of CEPPPIO and the Naga City Government website, the archives of Bantay Familia, documents from the National Archives of the Philippines, evidence exhibits submitted by the cultural heritage cluster in Naga City, and the personal social media pages of VM Cecilia B. Veluz-De Asis.

# RENAISSANCE

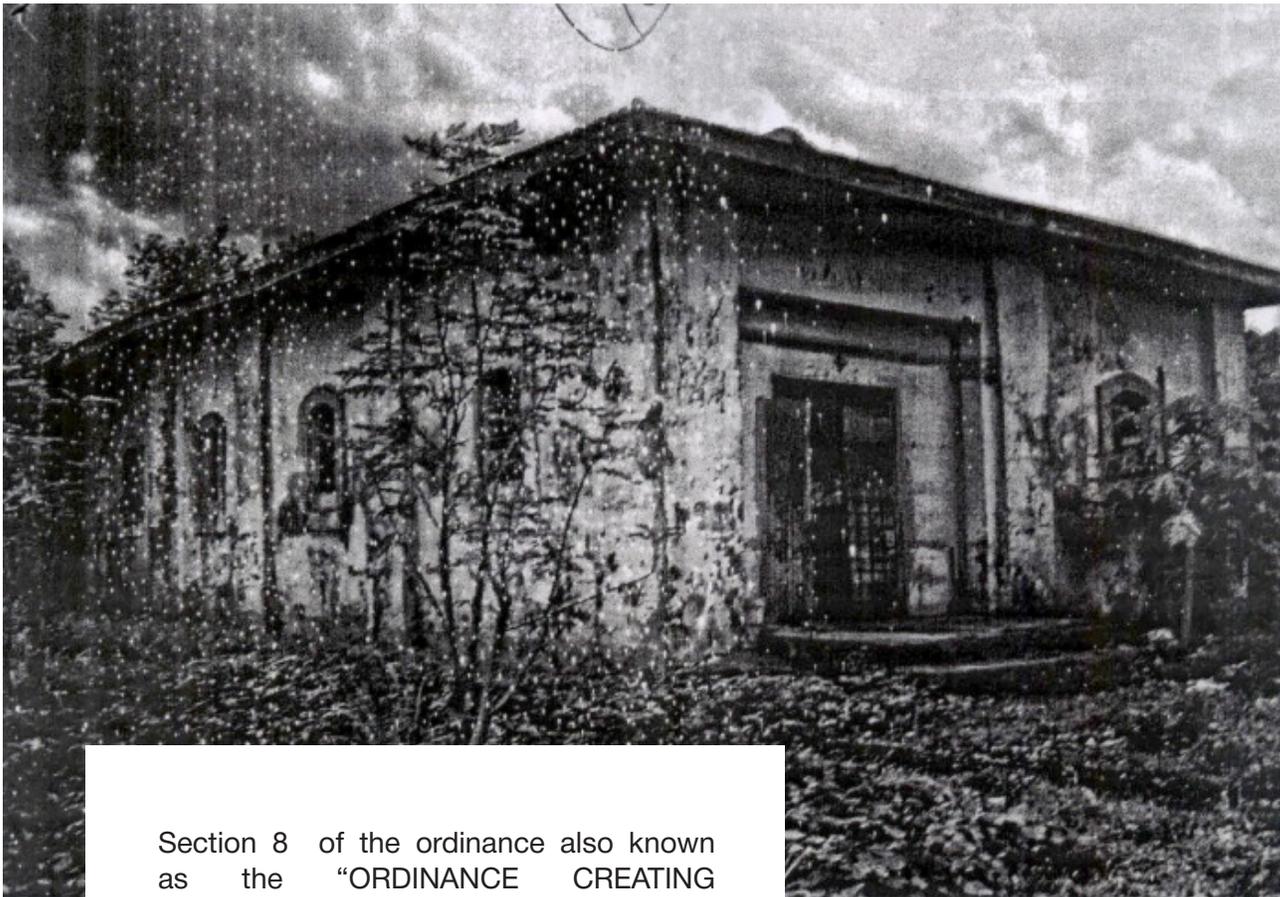
## An Upheaval in Naga City's Culture and the Arts

**K**onsi JoePer made the declaration in reference to the approval and adoption on May 7, 2024 of RESOLUTION NO. 2024-264: A RESOLUTION REPASSING WITH AMENDMENTS RESOLUTION NO. 2024-054 DECLARING THE TWO SPANISH-ERA STONE BUILDINGS SITUATED IN BARANGAY SAN FRANCISCO ALONG PEÑAFRANCIA AVENUE IN NAGA CITY AS IMPORTANT CULTURAL PROPERTIES BECAUSE THEY HOLD LOCAL HISTORICAL, SOCIO-CULTURAL, AND ARCHITECTURAL SIGNIFICANCE AND THEREFORE ARE AN INVALUABLE PART OF THE CITY'S RICH CULTURAL HERITAGE AND HISTORY:-

***“A triumph for Naga, and her rich history and culture,”***

said Hon. Jose B. Perez, Sangguniang Panlungsod Committee Chair on Culture and the Arts.

The two Spanish-era buildings once belonged to the provincial government of Camarines Sur until it was sold to the PhilAm Life Insurance Company in the 1990s by the administration of the late Camarines Sur Governor Luis R. Villafuerte. However, on the 15th of January in 2003, then Councilor Hon. Lourdes V. Asence, M.D. sponsored ORDINANCE NO. 2003-003: AN ORDINANCE CREATING A TASK FORCE FOR THE PRESERVATION AND RESTORATION OF ALL HISTORICAL AND CULTURAL BUILDINGS AND STRUCTURES IN THE CITY OF NAGA, PROVIDING INCENTIVES TO COOPERATORS THEREOF AND PENALTIES FOR VIOLATIONS THEREFOR:- The “two stone buildings at the old post office site” were included in the list of historical buildings and structures under Section 2 of said ordinance, effectively protecting the Spanish-era buildings from demolition or destruction.



Section 8 of the ordinance also known as the “ORDINANCE CREATING THE HISTORICAL AND CULTURAL LANDMARKS PRESERVATION TASK FORCE” outlined the responsibility of the City Engineer’s Office, City Building Official, and the City Planning and Development Office which included not issuing any permits for any demolition of historical buildings and structures, not issuing any building permits for any renovation for purposes other than preservation and restoration, and not issuing preliminary approval for locational clearance and development permit that may destroy, demolish, or remove such historical buildings and structures.

Furthermore, Section 9 provided penalties to private owners, administrators, and juridical persons found in violation of the foregoing provisions of the ordinance. For demolition of historical buildings, a fine of five thousand pesos or imprisonment of six months or both, at the discretion of the court; and for demolition of historical structures, a fine of three thousand pesos or imprisonment of three months or both. A rather lenient penalty, don’t you think?

Thus, under the ownership of PhilAm Life, the property was left idle for about three decades. But in 2022, the possession of the buildings once again changed hands when PhilAm Life sold the lot together with the historic buildings to NagaLand Development Corporation (NDC) owned by the family of Atty. William Enrile. NDC is a known local developer having bought a few prime properties in the old business district of Naga and developed them into a hotel, a mall, and other commercial spaces for lease.



**Konsi JoePer**

Committee Chair on Culture and the Arts.

When NDC bared their plans to erect a commercial space and parking structure in the lot occupied by the two Spanish-era stone buildings, various cultural and heritage groups opposed the development. On October 7, 2022, the Nueva Caceres Heritage Movement, Inc. issued Resolution No. 2022-001 requesting the City of Naga to save from demolition the only existing two Spanish colonial buildings, which were referred to as “Administracion de Correo” (post office) and “La Carcel Publica” (the former Provincial Jail.)

Three days later on the 10th of October 2022, as a response to the clamor of the cultural groups to save the Spanish-era buildings, Naga City Mayor Nelson S. Legacion wrote Atty. Enrile and the NDC group to impress on them the city government’s commitment to preserve her rich history and culture, and recommending that “ongoing and planned work” on the Spanish-era buildings and perimeter wall be reconsidered pending inspection and recommendation by the Naga City Government’s Arts and Culture Office, Tourism Office, and the City Engineer’s Office. Furthermore, Mayor Legacion urged the NDC group to consider “adaptive reuse” so as to conserve the site and buildings while still utilizing the structures for whatever purposes the developers had intended.

Atty. Enrile and the NDC group wrote Mayor Legacion back on October 20, 2022. The letter sought “for the non-inclusion of said colonial structures from the Naga City Ordinance No. 2003-003 listing of certain cultural and heritage buildings,” justifying their request by reason that the property has not been proven to have any cultural or historical significance other than being old. The City Mayor’s Office forwarded and referred the request to the 14th Sangguniang Panlungsod who has the proper authority to debate and dispose of the matter.

Then, on November 16, 2022, Chairman Rene Escalante of the National Historical Commission of the Philippines (NHCP) issued a cease-and-desist order to NagaLand Development Corporation, effectively suspending all activities involving the demolition of built-heritage and enjoining the NDC group to immediately coordinate with the NHCP and submit the site development plans for evaluation.

Almost a year later, on September 12, 2023, Dr. Emmanuel Franco Calairo, the new NHCP Chair, responded to a request by Mayor Legacion for the NHCP to send a technical team to Naga to settle whether or not to lift the presumption of important cultural property (ICP) bestowed on the two Spanish-era building remnant by stating that “only the NHCP Board of Commissioners has the authority to approve or disapprove the lifting of presumption as ICP of a built-heritage through an NHCP Board Resolution.” Dr. Calairo further requested that the Naga City Government instead “submit a resolution stating that the said structures either hold or do not possess any local historical, socio-cultural, and architectural significance as requisite for the lifting of the presumption process.”



The ball has been passed on to the Sangguniang Panlungsod's court and the SP through the Committee on Culture and the Arts conducted extensive hearings with the opposing sides, the NagaLand Development Corporation in one corner, and the cultural and heritage group (represented by the United Architects of the Philippines Camarines Sur Chapter, Nueva Caceres Heritage Movement, Inc., Sumaro Bikolnon, Naga City Arts and Culture Coalition, and other concerned individuals) in the other, defending and championing their respective positions. Both sides were afforded the time and opportunity to argue their case, present witnesses, and submit documents which were duly received, heard, studied, and deliberated on by Chair Hon. Jose B. Perez and the members of the SP Committee on Culture and the Arts.

The burden of proof weighed heavily on the cultural and heritage group since they were tasked to prove that the two buildings in focus did actually possess historical, socio-cultural, and architectural significance and value. An exhaustive research and investigation ensued which included retrieval of documents, several visits to the National Library, Museums, and Archives, perusals of books and journals, documentation of surviving witness' accounts, ocular inspections, mapping, and even correspondence with the Spanish Archives in Madrid, Spain.

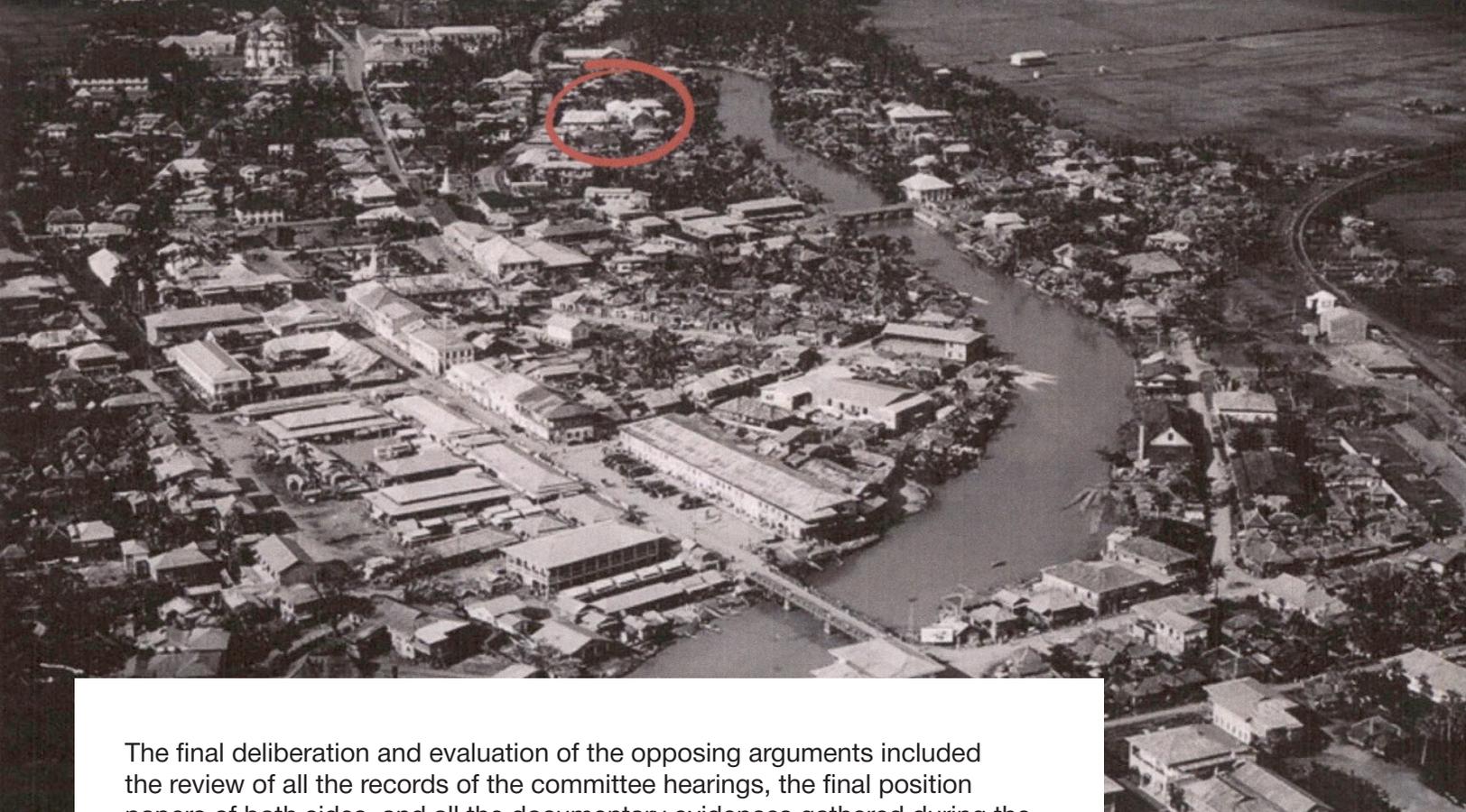
In a manifesto prepared by the Nueva Caceres Heritage Movement, Inc., more than 2,419 individuals, through their signatures, demonstrated their opposition to the planned demolition of the stone buildings stating that the buildings are integral to the cultural history and heritage of Naga and Bicol. The UAP-CamSur Chapter further proposed several models utilizing the “Adaptive Reuse” method which will conserve the old stone buildings and combine them with new and modern architecture for commercial or tourism purposes. They also noted the longevity and resilience of the stone buildings that have stood for over 178 years now and is a testament to the exceptional craftsmanship and utilization of robust materials in construction works during the Spanish colonial times in the Philippines.

Mayor Legacion called for additional reference materials (aside from the position papers, letters, and arguments already presented) as factual basis for the resolution declaring the two stone buildings as important cultural properties. The Committee on Culture and the Arts granted the cultural and heritage groups a time-bound opportunity that is both reasonable and fair to gather and collate these reference materials, and on March 25, 2024, seven represented groups submitted a wealth of reference materials in support of the two Spanish-era stone buildings. These reference materials are included in Resolution No. 2024-264 as Annexes.



**Son Legacion**  
City Mayor of Naga





The final deliberation and evaluation of the opposing arguments included the review of all the records of the committee hearings, the final position papers of both sides, and all the documentary evidences gathered during the hearings. The committee also considered all existing laws and legal ground that underpinned and propped up the strong advocacy for preservation and conservation of the two Spanish-era stone building remnants such as RA 7160 or the Local Government Code, RA 10066 or the National Cultural Heritage Act of 2009, the earlier mentioned Naga City Ordinance No. 2003-003, Naga City Resolution No. 2014-038, and the DILG Circular No. 2017-133.

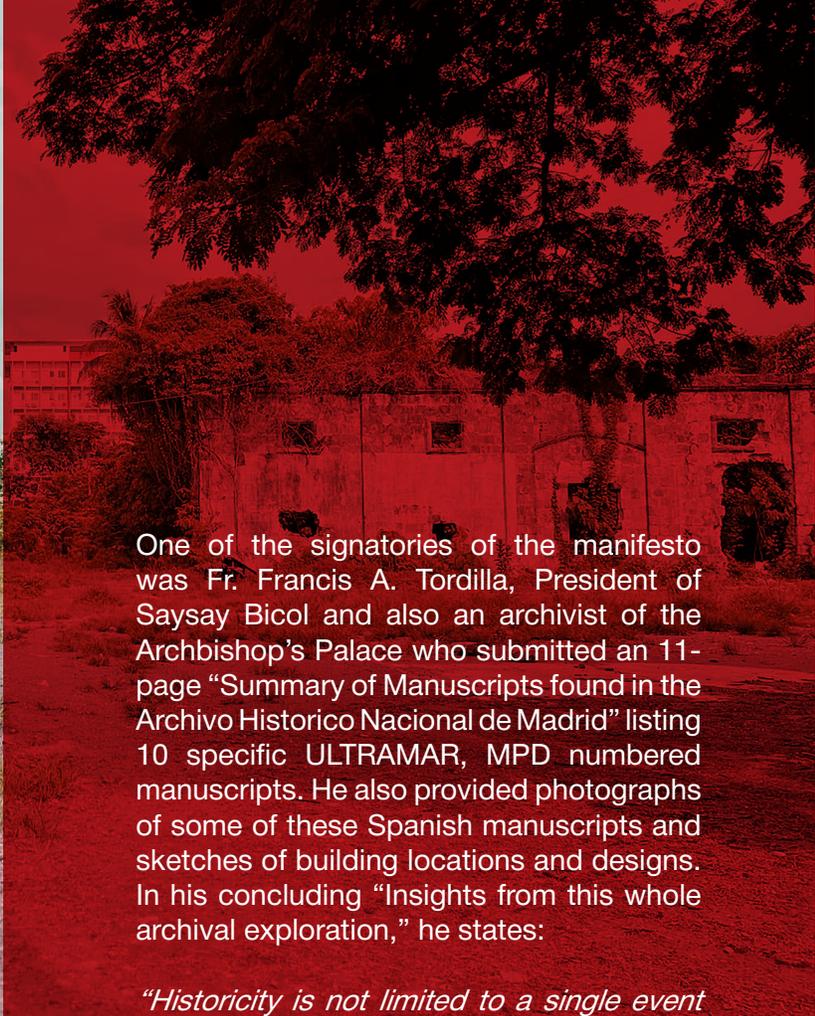
Finally on May 7, 2024, during the 89th Regular Session of the 14th Sangguniang Panlungsod ng Naga, presided over by Vice Mayor Cecilia B. Veluz-De Asis, it was resolved, on joint and collective motion, that the two Spanish-era stone buildings situated in Barangay San Francisco along Peñafrancia Avenue in Naga City be declared as important cultural properties holding local historical, socio-cultural, and architectural significance making them an invaluable part of the city's rich cultural heritage and history.



**Nene De Asis**  
City Vice Mayor of Naga



Considering that the buildings sit in a property owned privately by NagaLand Development Corporation, the City Government of Naga is earnestly seeking the assistance and support of the National Historical Commission of the Philippines (NHCP), the National Commission of Culture and the Arts (NCCA,) and other concerned government agencies and offices in the promotion, conservation, and preservation of the two Spanish-era stone buildings in accordance with the provisions of Republic Act 10066 or the National Heritage Act of 2009, particularly, but not limited to, Section 7, Article III (Privileges for Cultural Property;) and Section 15, Article V (Conservation of Cultural Property;) as well as Section 18, Article V (Heritage Agreements) which states the provision of financial assistance by the government for the conservation of important cultural property.



One of the signatories of the manifesto was Fr. Francis A. Tordilla, President of Saysay Bicol and also an archivist of the Archbishop's Palace who submitted an 11-page "Summary of Manuscripts found in the Archivo Historico Nacional de Madrid" listing 10 specific ULTRAMAR, MPD numbered manuscripts. He also provided photographs of some of these Spanish manuscripts and sketches of building locations and designs. In his concluding "Insights from this whole archival exploration," he states:

*"Historicity is not limited to a single event like what most claimed that Elias Angeles and Felix Plazo were imprisoned in these calabozos. A building or a house may be historically valuable if it can be an example of a style of architecture or an industrial process that's no longer used, or simply for its age. The whole neighborhood could also be declared historical because of its architecture, or because it still presents a picture of a previous era.*

*These remnants of colonial buildings are the new historical texts that compensate for the lack of archival materials in the city or the region. It's time scholars and enthusiasts of Bikol history go beyond the archives and secondary sources. Validate what local historians say. Make the site a modern classroom where students can touch with their hands the vestiges of a colonial past. Encouraging historical thinking using buildings offers the opportunity to model historical expertise that grounds historical inquiry in places and media that are accessible and meaningful to students at every level of historical interest, ability, and understanding."*

## APROPOS TO NAGA'S RENAISSANCE

The saving of the twin buildings from demolition may be a major victory for Naga City's Renaissance, but there are other triumphs, smaller and quieter perhaps, but not any less important, and still worthy of mention, in Naga City's Arts and Culture resurgence and revitalization.

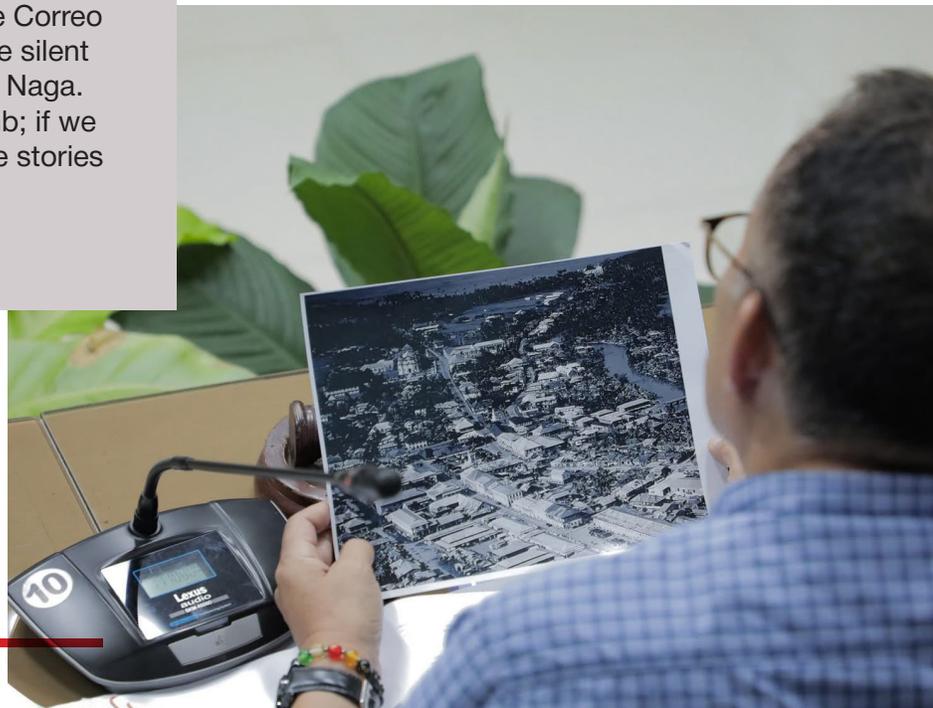
On the first month of 2024, on January 30 to be more precise, the SP approved and enacted the Juan Q. Miranda Ordinance, authored by Hon. Jose B. Perez, Chair of the Committee on Culture and the Arts, institutionalizing the formal start of the annual celebration of the Charter Anniversary of the City of Naga on June 1 of every year with a wreath-laying and commemoration rites on the tomb of the former congressman, guerilla leader, and author of R.A. 305 which was enacted on June 18, 1948 officially declaring Naga as a chartered city.

Also enacted on January 30, Ordinance No. 2024-009 authored by Hon. Joselito S.A. Del Rosario, Ph.D., adopted the Heart of Bikol March, (aka Naga City March,) with music by Meriem R. Palacio, and lyrics by Bienvenido N. Santos, as the official hymn of the City of Naga. The ordinance prescribed its mandatory singing in official and formal functions of all public and private institutions in Naga City.



In the CORREO: Conveying a Relic into the Future, an architectural expert report publication based on field work at the two buildings ruins in 2022 by UP Architects Casey Niña Y. Abalayan and Markel Cesar A. Luna (University of the Philippines, Diliman, Quezon City, 2023,) the duo stated that *“the sheer rarity of these Spanish-period structures represents a scarce research and education value that, once lost, can never be recovered.”*

For now, the twin stone buildings stand side-by-side, the right one with a still visible inscription of “1826,” grateful to have survived another threat to their endurance. These imposing monuments of Bicol's colonial past, the Administracion de Correo and its sibling La Carcel Publica, are silent witnesses to the passage of time in Naga. But they are not blind, deaf, or dumb; if we listen closely, we just might hear the stories they can tell.





Three more unnamed streets in the Central Business District II of Naga were named after prominent Nagueños: Boning Sia Sr. Street in recognition of the man whose humble store became the city's biggest supplier of office and school supplies; Ramon H. Felipe Jr. Street in honor of the former Mayor of Naga under whose administration the Naga City Public Market (now Naga City People's Mall) was constructed; and Sen. Raul S. Roco Street after the Congressman, Senator, Secretary of Education, and the First Bicolano President of the Philippines who never was. The corresponding ordinances pertaining to the naming of these streets were all authored by Hon. Joe Perez, Chairman of the Committee on Culture and the Arts.



On the Executive side, Mayor Legacion issued consecutive Executive Orders 2023-10 and 2023-11, the former constituting the Naga City Tourism Council and designating Reuel M. Oliver as Naga City Tourism Officer, and the latter constituting the Naga City Culture and Arts Council and designating Allen L. Reondanga as Naga City Culture and Arts Officer.



The Tourism Office launched a new branding philosophy with the promise of “instead of taking your breath away, Naga City gives you reasons to breathe,” along with a new tagline, NAGA ‘YON. The campaign kicked off by bringing together stakeholders, influencers, and the local community. Event highlights included the unveiling of the tagline and logo, cultural performances by local artists, networking opportunities with key figures in the industry, and media coverage to amplify visibility across broader audiences.

Two notable activities during the launch were the Fiesta Royale de Kinalas which was a celebration of Naga’s culinary heritage, featuring the iconic Kinalas dish as a core tourism product, and the Camino de Peñafrancia Bike Tour which was a sampler tour of the Camino de Peñafrancia around Mount Isarog, promoting spiritual experiences and eco-tourism.





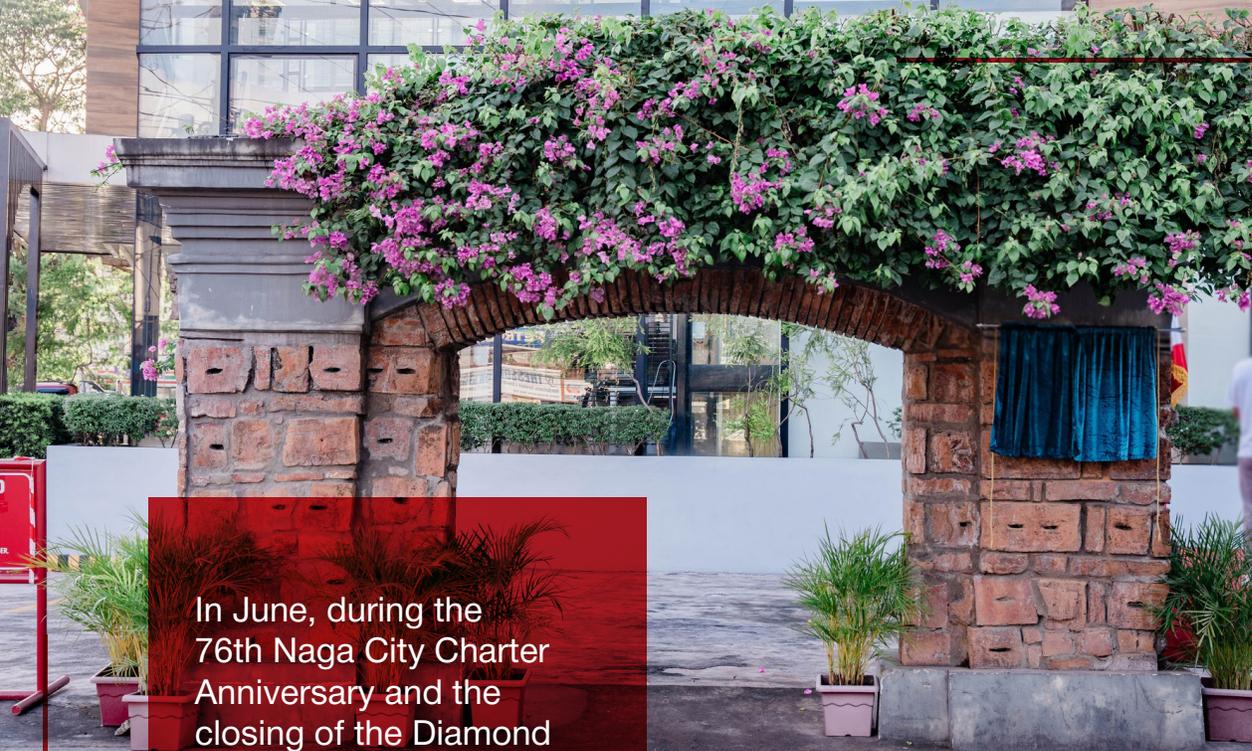
On the other hand, the Arts and Culture Office ushered 2024 with the Naga City Local Artists Registration. Initially 208 local artists voluntarily registered for the purpose of rectifying and updating the database for better data presentation. However, the registration was temporarily suspended to guarantee that data confidentiality is safeguarded and to ensure compliance with the Data Privacy Act of 2012.





In February, during the celebration of National Arts Month, Naga celebrated the Karaw Festival where over 70 local creatives were given platforms to showcase their artistry. Workshops focusing on the Philippine Creative Industries and Development Act of 2022 further empowered local artists and creatives by strengthening and enhancing their understanding of national government programs and policies. A theater arts workshop was also conducted. And the city's cultural mappers convened for a meeting to set targets for mapping and submitting cultural properties to the NCCA for inclusion in the Philippine Registry of Heritage.





In June, during the 76th Naga City Charter Anniversary and the closing of the Diamond Jubilee, three historical markers were installed for Ateneo de Naga University, the site of Don Mariano Abella's Mansion, and the Camarines Sur National High School.

These markers honor these institutions and cultural properties and their contributions to the liberation, progress, and development of Naga. A Rondalla concert was staged along with local musical artists providing all with wider exposure and broader audience. And Dance Supremacy fostered healthy competition, camaraderie, and community among dance enthusiasts from diverse dance styles and genres.





Two public lectures were also organized. One, in partnership with the Archdiocese of Caceres, emphasized the importance of heritage conservation. The lecture featured speakers from the National Historical Commission of the Philippines, who were also in town to manage and administer the restoration of the Image of the Divino Rostro, and to curate and mount its exhibition. The other public lecture was by reputable and acclaimed Bikolano Historian Dr. Danilo Madrid Gerona, who offered an in-depth narrative of Naga's historical journey bringing history and culture to the forefront, celebrating her past, and empowering her citizens to take pride in their shared patrimony and identity.

The naysayers and the bashers have repeatedly accused Naga City of focusing on infrastructure (as if that is a bad thing,) and forgetting other matters that are equally important for a city's well-being and happiness. But just like the human organism, body and soul must be aligned and in sync. For our community, infrastructure and culture and the arts must coexist and coincide. While the infrastructure (as the body) grows and develops, concurrently arts and culture (as the soul) must deepen and inspire. In an ideal world, the bond between the creative and the concrete, just like the bond between the Executive and the Legislative, must always be congruous and complementary. And Naga City's Renaissance is proof that those bonds exist.

This Renaissance in Naga City's Arts and Culture is a preminent and imperative milestone in the ongoing chronicles of Naga. It is a rejuvenation and reanimation (pun intended) of the city's soul. It shapes our identity as a group and brings out our inner selves; allowing us to realize who we are as a people, and what we care about for our city's future.







# BEYOND THE SESSION HALL











# Making Legacies

The GADtimpala Awards and the Local Learning Hubs

On April 16, 2024, Vice Mayor Cecilia B. Veluz-De Asis, who is also Naga City's Gender and Development (GAD) Focal Point Person, together with Hon. Gilda Gayle R. Abonal-Gomez, City Councilor and Chair of the Sangguniang Panlungsod Committee on Women and Gender Development, Mr. Aldo Niño Ruivivar, Local Legislative Staff Officer III and Head of the Naga City Council for Women Secretariat, Ms. Rose Zuniga, Nutrition Officer III of the City Population and Nutrition Office, and Mr. Jomar Brazal, Administrative Assistant II of Naga City Metro Peso and Grow Negosyo Coordinator, trooped to Manila to attend the 2nd Gender and Development (GAD) Local Learning Hub Assembly at the Sequoia Hotel Manila Bay, at Parañaque City, Metro Manila. Apart from attending the assembly, VM Nene also received from the Philippine Commission on Women the GADtimpala Award for the City of Naga and the recertification as Local Learning Hubs of three of its GAD programs, namely, the Naga City Bantay Familia, the Breastfeeding Program, and the Barangay Grow Negosyo Program. Of the three Local Learning Hubs that were awarded Recertifications, two are already anchored in local ordinances, particularly the Bantay Familia and the Breastfeeding Program.



certifies the

**NAGA CITY  
BANTAY FAMILIA**

as a



GENDER AND DEVELOPMENT

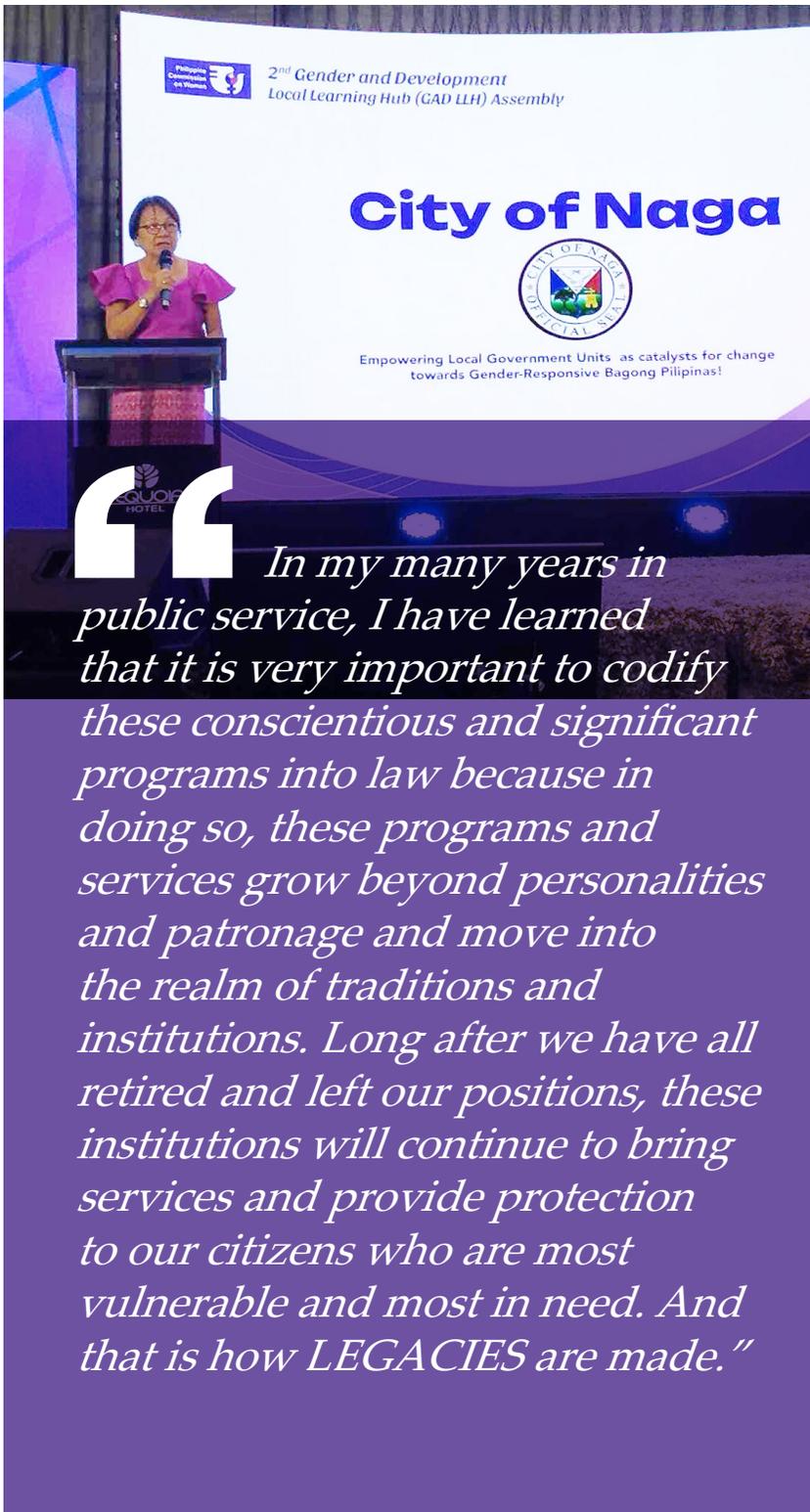
**LOCAL  
LEARNING  
HUB 2024-2027**

For strengthening the collaboration and convergence of local mechanisms in providing a comprehensive and gender-responsive services and interventions to address gender-based violence.

Given this 17<sup>th</sup> day of April 2024 in Metro Manila.

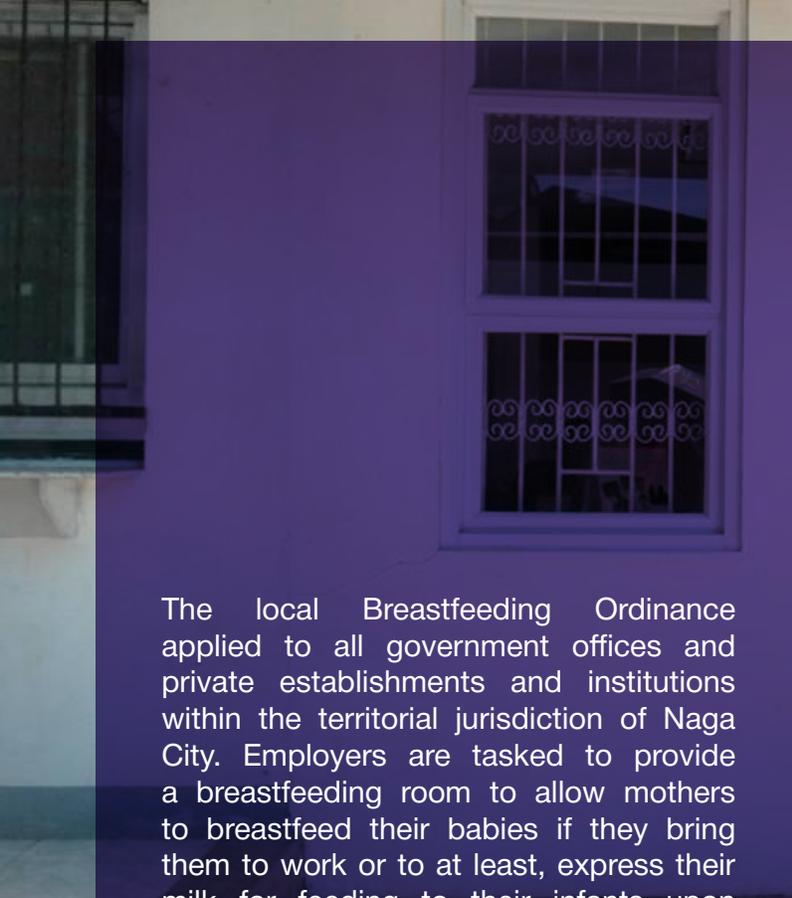
  
**ATTY. KHAY ANN C. MAGUNDAYAO-BORLADO**  
Officer-In-Charge

In her brief acceptance speech after being conferred the GADtimpala Award, VM Nene stressed that reconstructing these programs into local ordinances will ensure their continuity and longevity. To quote VM Nene,



On the 28th of June, 2011, ORDINANCE NO. 2011-032 sponsored by then City Councilor Hon. Cecilia B. Veluz-De Asis, was enacted. ORDINANCE NO. 2011-032 is AN ORDINANCE REQUIRING ALL GOVERNMENT AGENCIES/OFFICES AND PRIVATE ESTABLISHMENTS AND INSTITUTIONS IN THE CITY OF NAGA TO ESTABLISH BREASTFEEDING CORNER/ROOM IN THEIR OFFICES/ ESTABLISHMENTS/INSTITUTIONS AND PROVIDING THE MECHANISM FOR ENFORCEMENT AND PRESCRIBING PENALTIES FOR VIOLATIONS THEREOF:-

The ordinance stemmed from Memorandum Circular No. 2011-54 from the Department of Interior and Local Government emphasizing the implementation and monitoring of the National Policy on Breastfeeding and setting up of workplace lactation program; which is in turn an offspring of Republic Act No. 10028, an Act expanding the promotion of breastfeeding, amending Republic Act No. 7600, otherwise known as “An Act providing incentives to all government and private health institutions with rooming-in and breastfeeding practices and for other purposes; thus, otherwise known as the Expanded Promotion of Breastfeeding Act of 2009, requiring all private and public institutions, medical and non-medical, to set-up lactation facilities in the workplace with appropriate lactation program to allow employees to express their milk that would ensure optimum health and proper nutrition of their infants.”



The local Breastfeeding Ordinance applied to all government offices and private establishments and institutions within the territorial jurisdiction of Naga City. Employers are tasked to provide a breastfeeding room to allow mothers to breastfeed their babies if they bring them to work or to at least, express their milk for feeding to their infants upon reaching home after work. Breastfeeding facilities are also for use of clients and customers who happen to be mothers with their infants in tow while visiting such offices or transacting business with such establishments.



The standard for these lactating facilities is grounded on privacy and comfort. Rooms must provide both privacy and comfort to both mother and infant ensuring the health and safety of both. Additionally, comfortable chairs and functioning tables, together with handwashing provisions and area, and appropriate breast milk storage facility must also be provided by the employer or owner of business. It is also the responsibility of the employer or the business owner to ensure the cleanliness and maintenance of the lactation room. The use of said facility shall be FREE of charge. This is in line with the observance of a "Mother-Baby Friendly Workplace."

The City Population and Nutrition Office (CPNO) and the City Health Office (CHO) are mandated and authorized to conduct regular visitation and inspection of breastfeeding rooms to ensure faithful compliance of this ordinance. Compliance is a requirement for the application of a new or the renewal of existing business licenses and permits. The Office of the City Treasurer can deny granting new or renewed licenses and permits in the absence of a compliance certificate from the CPNO. Any violations of this ordinance shall merit a fine of Five Thousand (PhP5,000.00) Pesos.





The World Health Organization has identified breastfeeding as the most cost-effective measure to prevent infant and young child deaths; prompting the Department of Health’s National Policy on Infant and Young Child Feeding and the Nutritional Guideline of the Philippines to recommend that breastfeeding be initiated within one hour after birth, exclusive breastfeeding for the first six months of life, and continued breastfeeding up to two years and beyond with the introduction of safe, affordable, and appropriate complementary food. Breastfeeding is a gender-related concern and should be incorporated in the GAD Plan of all government and private agencies and offices; and Naga City happens to be a Recertified Local Learning Hub for the Breastfeeding Program.



certifies the  
CITY OF NAGA  
2024-2027

**GENDER AND DEVELOPMENT  
LOCAL  
LEARNING  
HUB 2024-2027**

For championing gender-responsive local governance through the institutionalization of programs, services and facilities addressing gender-based violence, maternal and child health, and fostering economic empowerment of women-led local enterprises.

Given this 17<sup>th</sup> day of April 2024 in Metro Manila.

ATTY. KHAY ANN C. MAGUNDAYAO-BORLADO  
Officer-in-Charge

Another program of the local government unit Recertified as a Local Learning Hub is the Naga City Bantay Familia. Founded on January 16, 1999 by then Councilor Hon. Cecilia B. Veluz-De Asis, together with a multi-sectoral group of women and men, the Naga City Bantay Familia was adopted as a complementary program for Social Welfare by the Naga City Government through Executive Order No. 2002-001 signed on January 10, 2002 by the late Hon. Jesse M. Robredo, then City Mayor of Naga City.

The primary objectives of the Naga City Bantay Familia included the following:

- the prevention and minimization of incidences of domestic violence and sexual abuses;
- the promotion of a multi-sectoral and community approach to domestic violence;
- the enabling of women to develop the capability to respond to their own problems and in the process develop their own strength as persons;
- and the mainstreaming of issues of violence against women and other gender issues into the program of government with corresponding budget, policy, and logistical support.



The Mission of the Naga City Bantay Familia is to empower the members of the family to recognize and uphold their rights for the fulfillment of their goals and aspirations. Furthermore, they envision themselves to be an inter-agency network of Local Government Units, Line Agencies, People’s Organizations, Sectoral Groups, Non-Government Organizations, and Gender Sensitive Individuals working towards building a community that is dynamic, gender-fair, environment-friendly, and people-centered. Moreover, Bantay Familia ensures that the dignity and integrity of those inflicted with domestic violence and sexual abuse are continuously upheld and protected. It is this foundation of citizenry and a sense of inclusivity that have made Naga City Bantay Familia a sterling archetype of what community participation can do to contain and neutralize the social evils that can plague our homes and families.



Having just celebrated 25 years since its foundation in 1999, it is fitting and opportune that AN ORDINANCE ESTABLISHING THE NAGA CITY BANTAY FAMILIA AS THE CITY'S PROTECTION CENTER FOR GENDER-BASED VICTIM/SURVIVORS OF ABUSE, CREATING A COMPREHENSIVE PROGRAM AND APPROPRIATING FUNDS THEREOF:- was enacted on March 19, 2024; a couple of months after the Bantay Familia Silver Jubilee, and a month before the Philippine Commission on Women's recertification of the Bantay Familia as a Local Learning Hub. ORDINANCE NO. 2024-023 was authored by Councilor Hon. Gilda Gayle R. Abonal-Gomez, and co-authored by Councilors Hon. Melvin Ramon G. Buenafe, Hon. Jose C. Rañola, M.D., Hon. Ghiel G. Rosales, and SK Federation President Hon. Jefson Romeo B. Felix. Also known as the NAGA CITY BANTAY FAMILIA PROTECTION CENTER ORDINANCE, this ordinance was contrived to establish a multi-sectoral response to gender-based violence and to advocate towards its prevention and elimination.



# CITY HALL

## CIUDAD NIN NAGA



The ordinance defines gender-based violence as any form of violence (physical, sexual, emotional, psychological, and economic) inflicted on the basis of one's sex and/or gender, including but not limited to Violence Against Women, Violence Against Children, and Violence Against LGBTQ (Lesbian, Gay, Bisexual, Transgender, Queer) and their sexual orientation and gender identity and expression. The Naga City Bantay Familia will be the city's crisis center for abused women and children and will be established as the protection center for victims and survivors of gender-based violence and abuse. It will be a division under the City Social Welfare and Development Office (CSWDO) and providing assistance to clients through gender-fair and child-friendly approaches will be its main function.



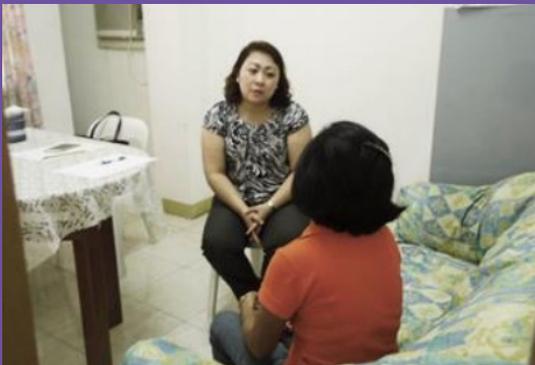
Some of the following specific services that are to be provided by the Naga City Bantay Familia Protection Center include:

- complete intervention and protection services to clients and their families including medical and police assistance, legal and psychological services;
- ensuring the safety and security of clients;
- providing referral to private or other government agencies for other services based on assessed needs of clients;
- providing referral for case management and rehabilitation of offenders and perpetrators;
- and serving as resource center on information and data pertaining to gender-based violence in the city.



The Bantay Familia Protection Center will be designed with utmost respect to client privacy and security. There will be a reception area for triage, an interview/ investigation room equipped with a one-way mirror and a discreet audio recorder, a medical examination room, counseling/ therapy room, records/database room, and a play/rest area. The initial staff will be composed of the Executive Director, an Administrative Officer, a Social Welfare Officer, and two Administrative Aides. Consultants, such as a medical officer, a legal officer, a police officer, a psychologist, and a psychometrician, will also be on hand to augment the fulltime staff and provide professional services.

The Naga City Bantay Familia has gone a long way since its inception in 1999 and adoption as a complementary program for Social Welfare by the Naga City Government in 2002; so many victims have been rescued, so many survivors rehabilitated, so many lives transformed. This ordinance is a step towards the future; a reassurance that the vision and mission will continue, with services being provided to those most in need, and protection ensured for the most vulnerable, as intended by the originators of the Naga City Bantay Familia.





Finally, the third Local Learning Hub Recertification was conferred on Naga City Metro Peso Office's Barangay Growing Opportunities for Wealth (GrOW) Negosyo Program. Naga City's Barangay GrOW Negosyo Program is unlike other traditional LGU-initiated livelihood endeavors since the program espouses equal opportunity, allowing both women and men to engage in micro-entrepreneurship in local economic development.

Enacted in May 10, 1998 under the administration of the late Mayor Jesse M. Robredo, then City Councilor Hon. Gabriel H. Bordado, Jr. authored ORDINANCE NO. 98-071 AN ORDINANCE INSTITUTIONALIZING THE METRO NAGA PUBLIC EMPLOYMENT SERVICE OFFICE (METRO PESO):- The Enterprise and Cooperative Development Center was also created with the goal of harmonizing all of Naga City's livelihood initiatives; with Barangay GrOW Negosyo coordinating all livelihood projects with the private sector and government agencies like the Department of Trade and Industry, Labor and Employment, Science and Technology, and Agriculture.

The multi-phased program implementation of Naga City's Barangay GrOW Negosyo started with "social preparation" that aimed to help barangay-based microenterprises to identify available livelihood assistance and enterprise resources in their immediate communities. This was followed by a training on business management, and then the provision of LGU assistance for new product and service development. The program also ensured that local enterprises knew their rightful place in the supply chain by encouraging barangay-based entrepreneurs to collectively create or strengthen local industries, complemented by capacity-building programs, financial assistance, and marketing support.

The Barangay GrOW Negosyo program assisted 57 community-based enterprises, translating to economic opportunities for 300 plus individuals, 90% of whom are women microentrepreneurs. The Barangay GrOW Negosyo also supports twenty small and medium enterprises and eight associations with the average members at 91% women. Focusing livelihood programs to respond to emerging issues and concerns of women-led enterprises, making women not only project beneficiaries but more so active drivers of the local economy, is what makes Barangay GrOW Negosyo worthy of GAD mainstreaming and being named Local Learning Hub.

Moving forward, the challenge for the LGU and the Barangay GrOW Negosyo program is ensuring its continuity and longevity well beyond the terms of its current implementors. Taking a cue from the other two Local Learning Hubs, the Naga City Bantay Familia and the Breastfeeding Program, the next step for Barangay GrOW Negosyo is an ordinance institutionalizing the program making sure that future women entrepreneurs will continue to have access to permanent funding, training, space, and facilities; increasing the socio-economic status of Nagueñas and their families, and sustaining the development goals of the Naga City.



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The Breastfeeding Program Ordinance was sponsored by then Councilor Hon. Cecilia B. Veluz-De Asis; while Hon. Gilda Gayle Abonal-Gomez was the principal author of the Naga City Bantay Familia Protection Center Ordinance establishing the 26-year-old Naga City Bantay Familia founded by Vice Mayor Nene Veluz-De Asis as the city's protection center for gender-based victim/survivors of abuse. Perhaps another woman-councilor is up to the challenge of making sure that the Barangay GroW Negosyo also gets the ordinance it so rightfully deserved.

When we elect women-legislators, we allow the Sangguniang Panlungsod to view their legal mandate through the eyes of women, to influence the legislative process with their lived experiences, and to inspire the legislative agenda with their herstory. That is how we mainstream Gender and Development (GAD); and that is how gender-equality is realized.

(Acceptance Speech of Vice Mayor Cecilia-B. Veluz-De Asis delivered on April 17, 2024 at The Philippine Commission of Women's GADtimpala Awards and the 2nd Gender and Development (GAD) Local Learning Hub Assembly at the Sequoia Hotel - Manila Bay, at Parañaque City, Metro Manila.)

*Good afternoon to us all; or as we would say in Naga, "Dios marhay na hapon satuya gabos."*

*I am truly honored and quite delighted to be with you all today and to be receiving this recognition. On behalf of my colleagues who came with me today, and the entire local government of Naga, we would like to express our sincerest appreciation for this Award and Recertification of Naga City's GAD local learning hubs and programs. We thank all of you, especially the Philippine Commission on Women, headed by Atty. Khay Ann Magundayao-Borlado, for the continued confidence, trust, and support.*

*And to the Secretary of the Department of Interior and Local Government, Sec. Benjamin Abalos, Jr., who took time out of his busy schedule to honor us with his presence today.*

*We also would like to express our humble gratitude to our army of selfless and dedicated volunteers in the 27 barangays of Naga City. A fervent volunteerism has more than compensated for the limited resources we have to work with in ensuring that services are brought to our constituents and protection is bestowed on the vulnerable.*

Philippine Commission on Women **2nd Gender and Development Local Learning Hub (GAD LLH) Assembly**

**Recertification of existing GAD LLHs City of Naga**



*Early this year in January, the Bantay Familia celebrated its 25th Foundation Anniversary. For a quarter of a century now, the Naga City Bantay Familia has served as a safe haven for the abused and a home for the displaced. In March 2024, during the month-long celebration of International Women's Month, the 14th Sangguniang Panlungsod of Naga, of which I am the Presiding Officer, passed and enacted Ordinance No. 2024-023 establishing the Naga City Bantay Familia as the city's protection center for gender-based victims/survivors of abuse.*

*This ordinance legitimizes the 25-year history of empathy and service which Bantay Familia has become synonymous with, and secures the promise of continuing safety and security for the future.*



The other two notable GAD programs receiving recertification are also both entrenched in laws and ordinances. The Breastfeeding Program is fortified by Ordinance No. 2011-032 which required all government and private institutions and offices to provide breastfeeding corners/rooms within their establishments, while the Barangay Grow Negosyo program is capacitated by Ordinance No. 2004-011 known as the Tabang Pang-Negosyo, Hale sa Gobyerno.

In my many years in public service, I have learned that it is very important to codify these conscientious and significant programs into law because in doing so, these programs and services grow beyond personalities and patronage and move into the realm of traditions and institutions. Long after we have all retired and left our positions, these institutions will continue to bring services and provide protection to our citizens who are most vulnerable and most in need. And that is how LEGACIES are made.

Again, on behalf of the Local Government Unit of Naga City, especially our staff and volunteers, we thank you earnestly for this recertification and recognition. Dios mabalos tabi hale sa samuyang mga puso.

# LEGISLATION NOTES

In the following pages, we have collated a sampling of the landmark ordinances approved and enacted in the first half of 2024. The sample runs the gamut from culture and the arts to gender and development from market management to continuing education, from bus terminal fees to human rights.

**ORDINANCE NO. 2024-008**

**AN ORDINANCE INSTITUTIONALIZING THE FORMAL START OF THE ANNUAL CELEBRATION OF THE CHARTER ANNIVERSARY OF THE CITY OF NAGA ON JUNE 1 OF EVERY YEAR WITH WREATHLAYING AND COMMEMORATION RITES ON THE TOMB OF FORMER CONGRESSMAN AND GUERRILLA LEADER LT. COL. JUAN Q. MIRANDA, THE AUTHOR OF R.A. 305 THAT WAS ENACTED ON JUNE 18, 1948 WHICH OFFICIALLY DECLARED NAGA AS A CHARTERED CITY:**

Known as the **JUAN Q. MIRANDA ORDINANCE**, this will ensure a meaningful and solemn observance of the death anniversary of the Father of the Charter of Naga who also led the guerilla unit that liberated the city from the Japanese Imperial Army during World War II. The City Events, Protocol, and Public Information Office (CEPPIO,) in close coordination with the Committee on Culture and the Arts of the Sangguniang Panlungsod represented by its Chairman, and the uniformed personnel of the Philippine National Police Office (NCPDO) of Naga City shall be in-charge of the preparation, program, and actual implementation of the yearly event that will be highlighted with appropriate wreath-laying and commemoration ceremonies in honor of the former congressman and war hero. Budgetary requirements to facilitate smooth and successful implementation of this annual event shall be included in the annual budget to be appropriated at specific amount for the said purpose.

This ordinance was authored by Hon. Jose B. Perez and was enacted on January 30, 2024.

**ORDINANCE NO. 2024-009**

**AN ORDINANCE ADOPTING THE HEART OF**

**BIKOL MARCH (NAGA CITY MARCH) AS THE OFFICIAL HYMN OF THE CITY OF NAGA, AND PRESCRIBING ITS MANDATORY SINGING IN OFFICIAL AND FORMAL FUNCTIONS OF ALL PUBLIC AND PRIVATE INSTITUTIONS IN NAGA CITY, AND FOR OTHER PURPOSES:-**

This Ordinance shall be known as the **HEART OF BIKOL MARCH ORDINANCE OF NAGA**. Its scope is the mandatory singing of the Heart of Bikol March, with music by Meriem R. Palacio, and lyrics by Bienvenido N. Santos, in all official and formal functions of both public and private institutions in Naga City; and it shall be unlawful for any responsible officer of the institution to prohibit or deny the observance of this ordinance without valid and lawful grounds, the determination of which shall be vested with the City Legal Office. The following penalties shall be imposed for non-observance of this ordinance:

First Offense	Warning
Second Offense	P1,000.00 (Fine)
Third Offense	P2,000.00 (Fine)

The ordinance was authored by Hon. Joselito S.A. Del Rosario, Ph.D. and was enacted on January 30, 2024. It took effect on March 1, 2024.

**ORDINANCE NO. 2024-012**

**AN ORDINANCE NAMING THE UNNAMED STREET STRETCHING FROM THE CORNER OF BICOL ACCESS HEALTH CENTRUM UP TO THE OPPOSITE END OF THE SAME UNNAMED STREET AT ZONE 4 OF BARANGAY TRIANGULO AS BONING SIA SR. STREET, IN HONOR OF THE MAN WHOSE HUMBLE STORE HAS THROUGH TIME AND HARD WORK BECOME THE CITY'S SINGLE BIGGEST SUPPLIER OF OFFICE AND SCHOOL SUPPLIES AND OTHER BASIC**

**MERCHANDISE NOT ONLY IN THE CITY OF NAGA BUT IN THE WHOLE PROVINCE OF CAMARINES SUR AND THE BICOL REGION, AS WELL:-**

Enacted on February 6, 2024, the ordinance was authored by Hon. Jose B. Perez.

**ORDINANCE NO. 2024-013**

**AN ORDINANCE CREATING THE GENDER AND DEVELOPMENT FOCAL POINT SYSTEM IN THE 27 BARANGAYS OF NAGA, DEFINING ITS FUNCTION AND COMPOSITION AS PROVIDED FOR IN R.A. 9710 OR THE MAGNA CARTA OF WOMEN:-**

This ordinance is known as the **BARANGAY GFPS ORDINANCE** and its purpose is the implementation of the primary responsibilities of the City Government of Naga in enforcing the pertinent provisions of R.A. No. 9710 or the Magna carta for Women, as well as to provide mechanisms for the creation of the Gender and Development Focal Point System (GFPS.)

The Barangay GFPS shall be composed of the following:

Chairperson	Punong Barangay
Co-Chairperson	Barangay Kagawad on Women
Members	Barangay Kagawad on Appropriations SKF Chairperson Barangay Health Worker Barangay Treasurer VAWC Desk Officer Barangay Nutrition Scholar Chief Tanod Educare Teacher Lupong Tagapamayapa Member Barangay People's Council President Representative, BPC – Women's Organizations

Secretariat	Barangay Secretary
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Some of the functions of the BGFPS include: mainstreaming gender perspective in barangay policies, plans, and programs; formulating new policies; setting up appropriate systems and mechanisms or a GAD database; coordinating efforts and advocating for integration of GAD perspectives; preparing the annual GAD Plan and Budget; monitoring GAD policies and plans; preparing GAD Accomplishment Report; strengthening external links with other barangays, the LGU, and concerned agencies and organizations; promoting and pursuing the active participation of women, LGBTQ+ advocates, civil society groups, and private organizations; and ensuring that all barangay personnel are capacitated on GAD.

Enacted on February 6, 2024, this ordinance was authored by Hon. Gilda Gayle R. Abonal-Gomez, Ph. D., RPsy and her City Youth Official counterpart, Hon. Reynaldo Punzalan.

**ORDINANCE NO. 2024-020**

**AN ORDINANCE COVERING THE RULES AND REGULATIONS IN THE OPERATION OF PACOL, SAN ISIDRO, AND OTHER SATELLITE/PUBLIC MARKETS THAT WILL BE MANAGED BY THE CITY OF NAGA:-**

This ordinance shall be known as the **NAGA CITY SATELLITE/PUBLIC MARKET OF NAGA CITY 2024** and it covers the administration and operation of the city government-owned and managed satellite and public markets, including the imposition and collection of market rental fees for occupancy.

A Market Committee shall be created with the following composition:

Chairman	City Administrator
Vice Chairman	SP Chairman on Market Affairs
Members	President of the Market Vendors Association City Treasurer City Legal Officer
Secretariat	Market Enterprise and Promotions Office
Resource Person	Punong Barangay where the Market is located

This ordinance is sponsored by Hon. Salvador M. Del Castillo, CPA, JD, and was enacted on March 5, 2024.

**ORDINANCE NO. 2024-023**

**AN ORDINANCE ESTABLISHING THE NAGA CITY BANTAY FAMILIA AS THE CITY'S PROTECTION CENTER FOR GENDER-BASED VICTIM/SURVIVORS OF ABUSE, CREATING A COMPREHENSIVE PROGRAM AND APPROPRIATING FUNDS THEREOF:-**

Also known as the **NAGA CITY BANTAY FAMILIA PROTECTION CENTER ORDINANCE**, this establishes a multi-sectoral response to gender-based violence, advocating towards prevention and elimination. This will be a division under the City Social Welfare and Development Office (CSWDO), focusing on providing assistance to clients through gender-fair and child-friendly approaches. It will be composed of different units including: Administrative Support; Case Management; Medical Support; Psychosocial Support; and, Legal and Security.

Hon. Gilda Gayle R. Abonal-Gomez, Ph. D., RPsy was the principal author of this ordinance with Hon. Melvin Ramon G. Buenafe, Hon. Jefson Romeo B. Felix, Hon. Jose C. Rañola, MD, and Hon. Ghiel G. Rosales, JD, as co-authors. This was enacted on March 19, 2024.

**ORDINANCE NO. 2024-024**

**AN ORDINANCE CREATING THE NAGA CITY HUMAN RIGHTS ACTION CENTER (NCHRAC) UNDER THE OFFICE OF THE CITY MAYOR AND DEFINING ITS POWER AND FUNCTIONS:-**

Under the City Mayor's Office and in coordination with the Commission on Human Rights (CHR,) the Department of Interior and Local Government (DILG,) and various associations of local government functionaries, the **NCHRAC** will be housed at the City Legal Office. It will be composed of the City Administrator as Chairperson, with the City Legal Officer and the City Council Chair for the Committee on Human Rights as Co-chairs. Members will include the City Social Welfare Development Officer, the City Planning and Development Officer, the City Health

Officer, the City Environment and Natural Resources Officer, City Events, Protocol, and Public Information Officer, City Sanggunian Secretary, Naga City Philippine National Human Rights Affairs Officer, City Barangay Human Rights Action Officer Association President, and at least three (3) to five (5) representatives from the Civil Society Organizations/Non-Government Organizations/People's Organizations.

The ordinance was sponsored by Hon. Jessie R. Albeus, DMD and was enacted on March 22, 2024.

**ORDINANCE NO. 2024-032**

**AN ORDINANCE SETTING THE NEW GUIDELINES FOR THE IMPOSITION OF FEES IN THE BICOL CENTRAL STATION (BCS):-**

This ordinance will ensure the viability and sustainability of the operation of the Bicol Central Station of the City Government of Naga and will set the new guidelines that shall govern the imposition of fees, specifically, the assessment of terminal and other fees for the use of its facilities.

<b>Terminal Fees</b>			
<b>A. Inter-Regional Buses</b>			
<b>Type of Service</b>	<b>Activity</b>	<b>Unit</b>	<b>Fees (in PhP)</b>
	Non-aircon buses departing at any time	Per departure	750.00
	Aircon buses departing between 12:01AM to 5:00PM		850.00
	Aircon buses departing between 5:01PM to 12:00MN		1,500.00
Pick-up Buses	Stay of not more than 30 minutes in the loading bay		300.00
	For any fraction of 15 minutes beyond the first 30 minutes		150.00
	Originating from Metro Manila or outside the Bicol Region and picked up passengers with destination within CamSur		65.00

	Originating from Metro Manila or outside the Bicol Region and picked up passengers with destination beyond CamSur		90.00
Pass-thru			0.00
<b>B. Intra-Province Buses</b>			
<b>Route</b>	<b>Interval</b>	<b>Unit</b>	<b>Fees (in PhP)</b>
Naga-Caramoan	By Bus Company Daily Schedule	Per departure	200.00
Naga-Garchitorena			
Naga-Rinconada	12 minutes		80.00
Naga-Partido			
<b>C. Inter-Province Buses</b>			
Naga-Legazpi	15 minutes	Per departure	180.00
Naga-Bulan	By Bus Company		400.00
Naga-Daet	40 minutes		180.00

<b>Other Facilities Fees</b>		
<b>Service/ Facility</b>	<b>Activity</b>	<b>Fees (in PhP)</b>
Overnight Parking	From 10:00PM to 6:00AM of the following day	30.00
Daily Parking	Failing to dispatch for any reason	30.00
	If the bus fails to dispatch within 5 days	50.00
Shower Room		30.00
Informal Workers		10.00
Certification Fee		50.00

## ORDINANCE NO. 2024-041

AN ORDINANCE ESTABLISHING THE BALAY

**SILANGAN REFORMATION CENTER (BSRC) IN THE CITY OF NAGA, PROVIDING GENERAL GUIDELINES FOR ITS OPERATION, ADOPTING CERTAIN PROVISIONS OF DANGEROUS DRUGS BOARD (DDB) BOARD REGULATIONS NO. 3 SERIES OF 2016 AND NO. 3 SERIES OF 2022, SECTIONS 51, 77, 84(A) OF RA 9165, AND DILG MEMORANDUM CIRCULAR NO. 2009-09 (UNIFIED ACTIONS AGAINST ILLEGAL DRUGS AND OTHER SUBSTANCES,) AND PROVIDING FUNDS THEREFOR:-**

This ordinance shall be known as **THE BALAY SILANGAN ORDINANCE OF THE CITY OF NAGA**, and aims to prioritize the provision of preventive and educational programs, rehabilitation of drug dependents, reformation of drug offenders, and support for governmental efforts to address problems on illegal drugs and other substances. The program is limited to plea bargainers and voluntary surrenderers who are not eligible to be admitted in a Department of Health operated/accredited Drug Abuse Treatment and Rehabilitation Facility, Community Based Drug Rehabilitation Programs, and General Intervention.

The BSRC will house a lecture room, a counseling room, sleeping quarters and bathrooms, a mess area and pantry, a clinic, and a sports and recreational area. Personnel will include the facility head, program coordinators, medical aide, security personnel, and utility workers. The Balay Silangan Reformation Program constitutes a one-month mandatory curriculum of in-house education, health, psychosocial, and physical activities, and two-month training for livelihood and employment. The BSRC will also provide After-Care Services such as continuous counselling, job placement, and alternative economic development programs.

The ordinance was enacted on April 23, 2024 and was authored by Hon. Melvin Ramon G. Buenafe.

## ORDINANCE NO. 2024-054

**AN ORDINANCE ESTABLISHING A COMPREHENSIVE PROGRAM FOR THE CONTINUING EDUCATION AND PROFESSIONAL DEVELOPMENT IN THE CITY OF NAGA, PROVIDING GUIDELINES FOR ITS IMPLEMENTATION AND ALLOCATING FUNDS THEREFOR, AND FOR OTHER PURPOSES:-**

This ordinance shall also be known as the **NAGA CITY CONTINUING EDUCATION AND PROFESSIONAL DEVELOPMENT PROGRAM** and shall cover all employees and workers in the City of Naga, including barangay officials and employees, and public school teachers in Naga City who is a graduate of high school who wishes to pursue a technical-vocational training course, or a college undergraduate who wishes to complete a degree under ETEEAP and other alternative learning programs, or a college graduate who wishes to pursue further studies or training.

Scholarships will cover tuition, miscellaneous, and other school fees, and financial assistance for alternative learning programs and training courses is 50% of the total assessment.

Qualifications include Naga City residency, 45 years old or younger, must be contractual, co-terminus, casual, or permanent, must have been employed for three consecutive years with performance rating of at least “very satisfactory” or the equivalent, and must be free of administrative charges. One of the responsibilities of the grantee is a return of service.

This ordinance was authored by Hon. Joselito S.A. Del Rosario, Ph.D. and was enacted on May 21, 2024.

**ORDINANCE NO. 2024-055**

**AN ORDINANCE ESTABLISHING THE SOCIAL PROTECTION ORDINANCE OF NAGA CITY:-**

The ordinance shall cover existing social protection programs of the City Government including the QUEEN Program, the SANGGAWADAN Program, GUINHAWANG NAGUEÑO Program, among others; and LGU support for the implementation of 4Ps within their respective areas or jurisdiction. It aims to ensure that the vulnerable and marginalized sectors in Naga are being enabled and adequately supported in their pursuit of improved quality of living, particularly: to track and monitor the progress of existing programs and its beneficiaries, especially for those households completing or are bound to exit the program; to recognize the initiative and good practices of the different barangays through the adoption of monitoring tools; and to identify areas of concern for the provision of possible assistance from concerned local or national government agencies.

The Social Protection Council shall be composed of the City Mayor as Chair with the Vice Mayor as Co-chair. Members are Chairs of the SP Committees on Education, and Health and Nutrition. Other members shall include the City Social Welfare Officer, City Link 4Ps Program, General Services Officer, City Health Officer, Metro Peso Manager, City Population and Nutrition Officer, Liga ng mga Barangay President, Executive Director of the Naga City People’s Council, and the President of the KBP CamSur.

Authored by Hon. Joselito S.A. Del Rosario, Ph.D., the ordinance was enacted on May 21, 2024.

**ORDINANCE NO. 2024-057**

**AN ORDINANCE NAMING THE UNNAMED STREET FROM THE CORNER OF PANGANIBAN DRIVE PASSING THRU THE WEST SIDE OF ST. JOSEPH SCHOOL AND UP TO THE CORNER OF BONING SIA SR. STREET IN CENTRAL BUSINESS DISTRICT II AS RAMON H. FELIPE JR. STREET:-**

The Honorable Ramon H. Felipe, Jr. was a former City Mayor of Naga from 1963-1965, under whose watch the Naga City Public Market (now renamed as Naga City People’s Mall) was constructed to become, at that time, the biggest single-roofed public market in Southeast Asia.

He was also the Congressman for the first district of Camarines Sur (then the province only had two districts with Naga belonging to the first) and was consistently acclaimed as one of the Ten Outstanding Congressman every year of his first and second terms (1965-1969; 1969-1972,) and in 1969 he was elected as House Minority Floor Leader. He was also a member of the Commission on Election who oversaw the 1984 Batasang Pambansa Elections. He retired from the Comelec in 1988.

Enacted on May 21, 2024, the ordinance was authored by Hon. Jose B. Perez.

**ORDINANCE NO. 2024-058**

**AN ORDINANCE NAMING THE UNNAMED ACCESS ROAD STRETCHING FROM THE**

**CORNER OF BONING SIA SR. STREET TO THE CORNER OF MCDONALD'S IN CBD2 IN BARANGAY TRIANGULO AS SEN. RAUL S. ROCO STREET:-**

Raul S. Roco was fondly referred to by many political pundits as the first Bicolano President of the Philippines who never was. He was the standard bearer of Aksyon Demokratiko, which he founded in 1997 as a vehicle for his presidential bids in 1998 and 2004.

He was a congressman (1987-1992) of the second district of Camarines Sur, a Philippine senator (1992-1995,) and the 31st Secretary of Education under the administration of President Gloria Macapagal-Arroyo. In his younger years, he was president of the National Union of Students of the Philippines in 1961 and was one of the Ten Outstanding Students of the Philippines in 1964. He was also the youngest Bicolano Delegate in the 1972 Constitutional Convention which produced the 1973 version of the Philippine Constitution. He was also the president of the Integrated Bar of the Philippines from 1983-1985.

Authored by Hon. Jose B. Perez, this ordinance was enacted on May 21, 2024.

**ORDINANCE NO. 2024-062**

**AN ORDINANCE INSTITUTIONALIZING THE ANNUAL STATE OF THE YOUTH ADDRESS (SOYA) DURING THE CELEBRATION OF INTERNATIONAL YOUTH DAY EVERY 12TH OF AUGUST AND APPROPRIATING FUNDS THEREOF:-**

The ordinance mandates the SKF President to present a cumulative report of all youth sectoral councils in the City Government of Naga. The SOYA shall be delivered LIVE in front of the general public and shall be simultaneously broadcasted through the assistance of the CEPIO and the Naga City Hall Press Corps, and shall be observed on the 12th of August in conjunction with the celebration of the International Youth Day and the observance of the Linggo ng Kabataan. The SOYA will be published in the City Government's facebook page and in all Naga City schools' papers.

Enacted on June 11, 2024, the ordinance was authored by Hon. Jefson Romeo B. Felix with City Youth Councilors Hon. Rochelle Dawn M. Portada, and Hon. Edward Joshua M. Mendoza. It was sponsored

by City Councilors Hon. Jose B. Perez, and Hon. Jose C. Rañola, M.D.

**ORDINANCE NO. 2024-064**

**AN ORDINANCE INSTITUTIONALIZING THE SEAL OF GOOD YOUTH GOVERNANCE (SGYG) FOR SANGGUNIANG KABATAAN, STUDENT GOVERNMENTS, AND YOUTH AND YOUTH-SERVING ORGANIZATIONS IN NAGA CITY, CAMARINES SUR, ADOPTING THE PERFORMANCE METRICS SET BY GOODGOV PH, INC. AND ALLOCATING FUNDS FOR THE PURPOSE THEREOF:-**

Also known as the SEAL OF GOOD YOUTH GOVERNANCE IN THE CITY OF NAGA, the City Government shall establish an award, incentive, honor, recognition and merit-based program to encompass SK in the 27 barangays, student governments in all private and public schools in Naga City, and registered youth and youth-serving organizations within the city's jurisdiction. The SGYG criteria embodies participation, transparency and accountability, inclusivity and equity, effectiveness and efficiency, and responsiveness and sustainability.

Authored by Hon. Jefson Romeo B. Felix, this ordinance was enacted on June 19, 2024.

**ORDINANCE NO. 2024-068**

**AN ORDINANCE MANDATING THE FULL AUTOMATION OF GOVERNMENT TRANSACTIONS IN THE CITY GOVERNMENT OF NAGA, AUTHORIZING THE USE OF GEOGRAPHIC INFORMATION SYSTEMS (GIS,) AND FOR OTHER PURPOSES:-**

In hopes of a more effective and efficient flow of transactions, this ordinance aims to strengthen collaboration of all departments, offices, units of the city government and barangays in Naga; and will cover services such as assessment, permitting, licensing, clearance, and other frontline services.

Authored by Hon. Joselito S.A. Del Rosario, Ph.D., this ordinance was enacted on June 25, 2025.



# NAGA 'YON as a Tourism Brand



## POSITIONING STATEMENT

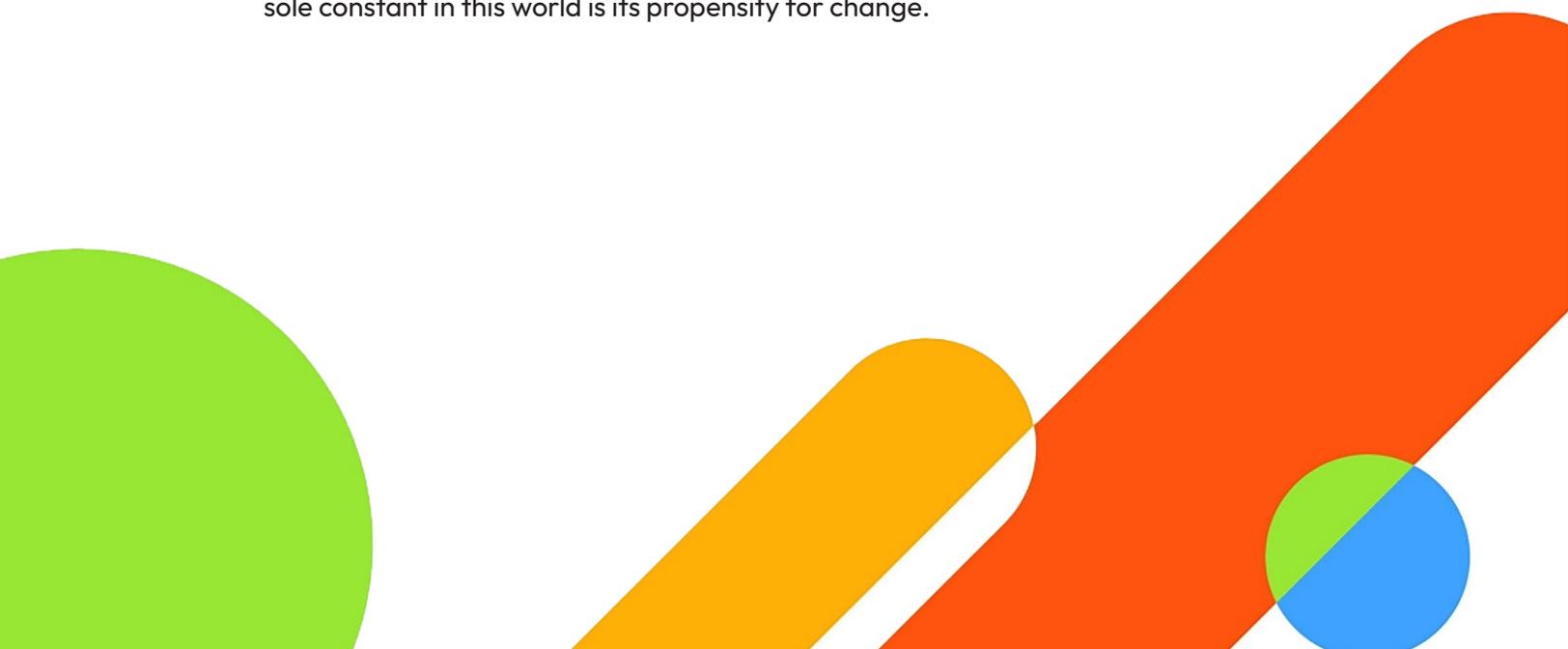
In Naga City, it's not about chasing brief thrills or fleeting excitement. It's about finding a place where you can feel safe, calm, and genuinely happy. Here, you can unwind, recharge, and embrace a sense of renewal. Enhance your life with the warmth and vibrancy of Naga City, where every visit feels like coming home.

## BRAND PROMISE

Instead of taking your breath away, Naga City gives you reasons to breathe.

## OUR TAGLINE NAGA 'YON! (THAT'S NAGA!)

Naga 'Yon puts into perspective two uses of the language:

- To mean something and to create community. It's a colloquial application of Naga Lyon or Lyon Ang Naga/Lyon Ay Naga (which translates to That's Naga in English.)
  - It's also an instant response to when someone declares something that's reminiscent of the city: "Kinalas? Naga 'Yon," "Voyadores Festival? Naga 'Yon," or "Good Governance? Naga 'Yon." It instantly frames indicators of the different aspects of the city — whether its about food, places, events, culture, etc.
  - More than a joyful framing, it also promises a sense of becoming. Nagayon (i.e. minagayon,) a Bikol word that translates to gumaganda in Filipino and becoming more beautiful in English, signify that while the city is already beautiful, it does not rest on its laurels of beauty but instead continues to improve itself and its people. It's a nod to an age-old maxim: the sole constant in this world is its propensity for change.
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# HEART OF BICOL



**NAGA**  
**'Yon!**

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**CONSEJO** is the official newsletter of the Sangguniang Panlungsod of Naga  
For letters to editor, please send email to:  
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 Sangguniang Panlungsod ng Naga

