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**RECEIVED**  
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ORDINANCE NO. 2025-

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**AN ORDINANCE PROHIBITING LOCAL GOVERNMENT OFFICIALS OF NAGA CITY IN AFFIXING OR INSTALLING THEIR NAMES, LOGOS, IMAGES, AND/OR PERSONAL BRANDING ON PUBLICLY FUNDED PROJECTS, PROGRAMS, SIGNAGES, AND GOVERNMENT ISSUED DOCUMENTS:-**

Author: City Councilor Hon. Allan Reiz C. Macaraig  
 City Youth Councilor Yuan Angelo P. Pacao

**EXPLANATORY NOTE**

Public office is not for sale.

Misleading advertisement of public servants make patronage politics a staple of democracy. Epal breeds bad governance – it is its facecard.

DILG Memorandum Circular 2010-101 issued on September 23, 2010 by then Secretary Jesse M. Robredo states – “[t]he practice of putting up billboards or signages bearing the names, initials, and images of government officials on government programs and projects has been noticeably abused and misused by some public officials for their personal interests and has taken the credit away from the taxpayers who are the ones paying for such programs or projects through their tax payment.”

True to the mandate that public office is public trust, it is not only ideal but imperative that Naga City, being the Center for Good Governance, adopt an Anti-Epal Ordinance as a matter of public policy.

**SECTION 1. SHORT TITLE.** – This ordinance shall be known as the **“ANTI-EPAL ORDINANCE”**

**SECTION 2. DECLARATION POLICY.** – Public office is a public trust. Public officers and employees must, at all times, be accountable to the people, serve them with utmost responsibility, integrity, loyalty, and efficiency; act



with patriotism and justice, and lead modest lives and uphold public interest over personal interest. (Sec. 2, Republic Act 6713)

All resources of the government shall be managed, expended or utilized in accordance with law and regulations, and safeguarded against loss or wastage through illegal or improper disposition, with a view to ensuring efficiency, economy and effectiveness in the operations of government. (COA Circular 2013-004)

**SECTION 3. DEFINITION OF TERMS.** - For the purpose of this ordinance, the

a.

"Government" shall refer to the national government government-owned and controlled corporation, and all other instrumentalities or agencies of the Republic of the Philippines and their branches.

b.

c.

"Local Government Officials" shall refer to all incumbent elected or appointed person in the City Government of Naga and all barangays thereof.

d.

e.

"Government Project" shall refer to all current and future government infrastructure, engineering works and service, and other related and necessary activities such as site acquisition, supply and/or installation of equipment and materials, implementation, construction, completion, operation, maintenance, improvement, repair and rehabilitation.

f.

g.

"Government Program" shall refer to all current and future government programs that offer any basic or social services that utilize government funding and resources.

h.

i.

"Public Works" includes, but not limited to, streets, bridges, sidewalks, walkways, public buildings, public parks, sewage facilities, basketball courts, waiting sheds, and lamp post, which are funded, wholly or partly, through public funds expended by the Government.

j.

k.

"Signage" means any form of written announcement installed, posted, hanged, painted or otherwise displayed in a public place.

l.

m.

"Government Issued Documents" shall refer to official papers or digital records that are formally created, authorized, or released by the City of Naga and its barangays to serve a specific legal, administrative, regulatory, or informational purpose. Includes but are not limited to permits, certifications, IDs, and clearances.

n.

o.

"Personal Branding" shall refer to any image, logo, or graphic representation of any incumbent local government official that is not associated to any official government function, program, office, activity, service, protocol, mandate, or action and serves no other purpose than for personal identity of an incumbent local official.

p.



Office of the City Mayor



**SECTION 4. PROHIBITED ACTS.** – The following shall be deemed a violation of this ordinance:

- a. Naming publicly funded projects and programs after living local government officials or using their initials.
- b. Affixing the name, alias, image, or personal branding of a local government official to any signage for public works and or projects whether proposed, ongoing, or completed that have been funded by the public.
- c. Installing signage for the maintenance, rehabilitation, or construction of public works or similar activities that credits any local government official by name, initials, image, or personal branding.
- d. Affixing the name, alias, image, or branding of a local government official to any public or official signage intended for public safety.
- e. Using any marks, stickers, or materials containing the name, logo, initials, image, or branding of a local government official in barangay or city owned or borrowed properties.
- f. Posting tarpaulins or banners with the name, logo, initials, image, or personal branding of a local government official in connection with government programs or publicly funded events such as barangay fiestas, Peñafrancia Festival, Naga City Charter Day, and other holidays.
- g. Affixing the name, alias, image, or personal branding of a local government official to any government issued documents except that name or alias is allowable when included as signatory, inevitable in the statement of facts or as referral, or when it appears in the list of those furnished copies.
- h. Painting or designing public buildings and places with the personal branding colors of a local government official.

**SECTION 5. ALLOWABLE ACTS.** – The following shall not be construed as a violation of this Ordinance:



- a. Branding for purposes of tourism, culture and arts, public information, or any graphic representation in furtherance of a public event, program, or activity that does not include the name, initials, image, and graphic representation of a local government official;
- b. Public Slogans, whether text or graphic-based, which are covered by an Executive Order issued by the Office of the City Mayor but subject to the prohibitions against personal branding;
- c. Campaign materials during the election period; and
- d. Such other similar practices which are mandated or allowed by Ordinance or law.

**SECTION 6. APPLICABILITY.** - The prohibitions enumerated in this Ordinance shall apply to all local government officials, properties, programs, and projects of the City Government of Naga and all its barangays, including those which are implemented by any local government official within the territorial jurisdiction of Naga City regardless of ownership or source of funding.

**SECTION 7. ENFORCEMENT.** - The City Engineering Office shall strictly implement and lead enforcement of this Ordinance and are authorized to remove any material found in violation hereof without prejudice to any case which may be filed against the violators.

**SECTION 8. PENALTIES FOR VIOLATION.** - Any incumbent local official found violating any provision of this Ordinance shall pay the penalty of P5,000.00 or suffer imprisonment of not less than 30 days but not more than 6 months or both. The cost of removing the material found in violation of this Ordinance shall be at the instance of the violator.

**SECTION 9. IMPLEMENTING RULES AND REGULATIONS.** - A Technical Working Group composed of the City Mayor as Chairperson, the Chairman of the Committee on Good Governance as Co-Chairperson, and not more than three (3) members from the Naga City People's Council, shall formulate the Implementing Rules and Regulations within two (2) months from the date of effectivity of this Ordinance.





**SECTION 10. REPEALING CLAUSE.** - All ordinances or issuances of the city or parts thereof that are inconsistent with any of the provisions of this Ordinance are hereby repealed or modified accordingly.

**SECTION 11. SEPARABILITY CLAUSE.** - If any provision of this Ordinance is declared invalid or unenforceable, in whole or in part, such invalidity or unenforceability shall not affect the remaining provisions hereof, which shall remain in full force and effect.

**SECTION 12. EFFECTIVITY.** - This ordinance shall be effective immediately upon approval in accordance with the law.

**ENACTED:**

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

**GIL A. DE LA TORRE**  
Secretary to the  
Sangguniang Panlungsod

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

**APPROVED BY:**

**MARIA LEONOR G. ROBREDO**  
City Mayor