



Republic of the Philippines
Province of Oriental Mindoro
MUNICIPALITY OF ROXAS

OFFICE OF THE SANGGUNIANG BAYAN

EXCERPTS FROM THE JOURNAL OF THE 34TH REGULAR SESSION OF THE 12TH SANGGUNIANG BAYAN OF ROXAS, ORIENTAL MINDORO HELD ON 02 MARCH 2026, 1:30 P.M. AT THE SANGGUNIANG BAYAN SESSION HALL.

Present:

Municipal Vice Mayor Robert S. Quiatchon	- Presiding Officer
Councilor Lucille T. Bacay	- Member
Councilor Marietta R. Pajila	- Member
Councilor David D. De La Cruz	- Member
Councilor Michael O. Pongyan	- Member
Councilor King Philip B. Dimapilis	- Member
Councilor Christopher Y. Carvajal	- Member
Councilor Gualberto V. Magno	- Member
Councilor Robert A. Baticos	- Member
Councilor Hermis S. Catapang	- President, Liga ng Barangay

Absent:

Councilor Sheikinah Grace C. Sanz	- Member, MSKF President
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MUNICIPAL ORDINANCE NO. 17
Series of 2026

AN ORDINANCE PROHIBITING THE ACT OF GOVERNMENT OFFICIALS IN AFFIXING OR INSTALLING THEIR NAMES, LOGOS, IMAGES, AND OR BRANDING ON PUBLICLY FUNDED PROJECTS, PROGRAMS, SIGNANGES, AND GOVERNMENT ISSUED DOCUMENTS IN MUNICIPALITY OF ROXAS

AUTHOR:

Councilor **HON. KING PHILIP B. DIMAPILIS**

CO-AUTHORS:

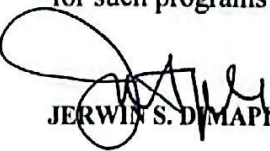
Councilor **GUALBERTO V. MAGNO**
Councilor **CHRISTOPHER Y. CARVAJAL**
Councilor **MARIETTA R. PAJILA**
Councilor **LUCILLE T. BACAY**
Councilor **ROBERT A. BATICOS**
Councilor **DAVID D. DELA CRUZ**
Councilor **MICHAEL O. PONGYAN**

Explanatory Note

Public office is not for sale.

Misleading advertisements 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.”.


JERWIN S. DIMAPILIS


ROBERT S. QUIATCHON


FERDINAND V. TALENS, MPA

NOW THEREFORE, BE IT ORDAINED BY THE SANGGUNIANG BAYAN OF ROXAS IN REGULAR SESSION ASSEMBLED:

SECTION 1. SHORT TITLE. This ordinance shall be known as the "ANTI-EPAL ORDINANCE"

SECTION 2. DECLARATION OF 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).

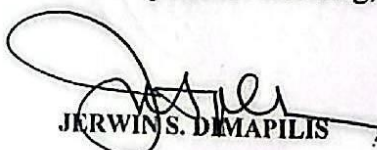
All resources of the government shall be managed expended or utilized in accordance with law and regulations, and safeguarded against loss or wastage through illegal or improper disposition, with a view to ensuring efficiency, economy and effectiveness in the operations of government. (COA Circular 2013-004).

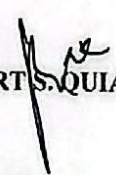
SECTION 3. DEFINITION OF TERMS. For the purpose of this ordinance, the following term shall mean:

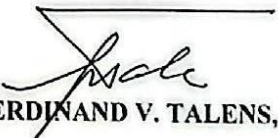
- a. **Government Officials** – shall refer to all incumbent elected or appointed public officials or employees of the Government.
- b. **Government Project** – shall refer to all government infrastructure, engineering works and service, and other related and necessary activities such as site acquisition, supply and/or installation of equipment and materials, implementation, construction, completion, operation, maintenance, improvement, repair and rehabilitation.
- c. **Government Program** – shall refer to all past, current and future government programs that offer any basic or social services that utilize government funding and resources.
- d. **Public Works** – include, but are not limited to, streets, bridges, sidewalks, walkways, public buildings, public parks, sewage facilities, basketball court, waiting sheds and lamp post, which are funded wholly or partly, through public funds expended by the Government
- e. **Signage** – means any form of written announcement installed, posted, hung, painted or otherwise displayed in a public place.
- f. **Government Issued Documents** – shall refer to official papers or digital records that are formally created, authorized, or released by the government to serve a specific legal, administrative, regulatory, or informational purpose. Include but are not limited to permits, certifications, IDs, and clearances.
- g. **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.
- h. **Epal** – refers to the act of placing or causing the placement of a public officials name, initials, image, logo, nickname, signature, or any identity mark on government-funded projects, or materials for purposes of self-promotion.

SECTION 4. PROHIBITED ACTS. The following shall be deemed violations of this ordinance:

- a. Naming publicly funded projects and programs after living government officials or using their initials;
- b. Affixing the name, alias, image, or personal branding of a 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 government official by name, initials, image, or personal branding;


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- d. Affixing the name, alias, image, or branding of a 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 government official in barangay or municipal owned or borrowed properties;
- f. Posting tarpaulins or banners with the name, logo, initials, image, or personal branding of a government official in connection with government programs or publicly funded events such as barangay fiestas, SIPAG Festival, and other holidays;
- g. Affixing the name, alias, image, or personal branding of a government official to any government issued documents except when 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 public buildings and places with the personal branding colors of a government official;
- i. Posting on social media programs, projects, and activities implemented through public funds and depressing upon the public that the same have been personally funded by the said official concerned.

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, programs, or activity that does not include the name initials, image, and graphic representation of a government official;
- b. Public Slogans, whether text or graphic-based, which are covered by an Executive Order issued by the Office of the Municipal 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 government officials, properties, programs, and projects of the government, including those which are implemented by any local government official, within the territorial jurisdiction of Municipality of Roxas, regardless of ownership or source of funding.

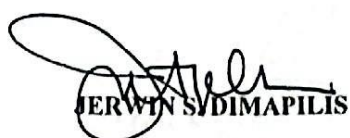
SECTION 7. ENFORCEMENT. The Municipal Engineering Office shall strictly implement and lead enforcement of this Ordinance and is authorized to remove any material found in violation hereof without prejudice to any case which may be filed against the violators.

SECTION 8. PENALTIES FOR VIOLATION. Any incumbent official found violating any provision of this Ordinance shall pay a penalty of P2,500.00 or suffer imprisonment of not less than 6 months. The cost of removing the material found in violation of this Ordinance shall be at the expense of the violator.

SECTION 9. REPEALING CLAUSE. All ordinances or issuances of the municipal or parts thereof that are inconsistent with any of the provisions of this Ordinance are hereby repealed or modified accordingly.

SECTION 10. 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 11. EFFECTIVITY. This Ordinance shall take effect ten (10) days after posting a copy thereof in a bulletin board at municipal hall and in at least two (2) other conspicuous places in the municipality.


JERWIN S. DIMAPILIS


ROBERT S. QUIATCHON


FERDINAND V. TALENS, MPA

On motion of Councilor King Philip B. Dimapilis duly seconded by Councilor David D. De La Cruz and Councilor Christopher Y. Carvajal this Ordinance is hereby ENACTED.

Adopted: 02 March 2026

CERTIFIED CORRECT:


FERDINAND V. TALENS, MPA
Secretary to the Sangguniang Bayan

ATTESTED:

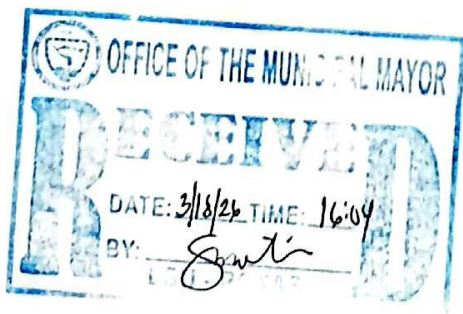

ROBERT S. QUIATCHON
Municipal Vice Mayor

APPROVED:


JERWINS S. DIMAPILIS
Municipal Mayor
Date: _____

DILG ROXAS
Date: 03-18-26
Received by: AMR

By:  SARAH JANE M. ROS 03-18-2026
By: Secretary




Accy
02/18/26

