

# PART I – ABOUT THE CITIZEN'S CHARTER

## INTRODUCTION

Good governance is essential for sustainable development, both economic and social. The essential aspects pointed as elements of good governance are transparency, accountability and responsiveness of the administration. The "Citizen's Charters initiative" is a response to the pursuit of viable solution which a citizen encounters, day in and day out, while dealing with local government in providing public services.

This Guidebook is a tool developed purposely to conform to the provision of Republic Act No. 9485, otherwise known as the Anti-Red Tape Act of 2007 which requires all government agencies including local government units to set up their own service standards known as the Citizen's Charter. It is also founded on the premise that the government as an institution provides and facilitates numerous essential public services– one, that is distinguished to be not only effective and efficient but transparent. It is hope that this mechanism empowers the public in citizenry by promoting transparency, accountability, honesty in service delivery.

### Component of the Citizen's Charter

The Malay Citizens Charter is composed of six-part information composed of the following:

- a. Map of the Municipal Government Offices;
- b. Vision and Mission;
- c. The Municipal Government Frontline Services which are divided into two (2) major frontline service categories, the Economic and Related Services and Social and Related Services. The Economic and Related Services contains list of services rendered in the areas of Business and Investment, Infrastructure, Agriculture, Transport and Traffic Management, Livelihood and Employment, and other Related Service while the Social and Related Services contains a list of

services along the areas of Administration, Civil Registration, Legislative, Local Planning, General Services, Health, Real Property Assessment, Social Welfare, Tourism and Solid Waste Management; and

- d. **Service Standards and Performance Pledges.**– The service standards provides information about the service, the requirements involved, fee or charges (if necessary, the procedures involved, the time needed to do the service and the person responsible in delivering the service. Aside from which, the Municipal Government commits to adhere on the provisions of Republic Act No. 9485, particularly Section 8 and 9 of the said Act. The performance pledge on the other hand, expresses the commitment of the service provider.
- e. **Complaints and Redress Mechanism.**– The Municipal Government through its officials and employees shall guarantee the delivery of the service as promised in the Citizen's Charter. For this purpose, feedback mechanisms shall be provided but not limited to the establishment of information or service desk, putting-up of suggestion boxes in offices, and making accessible customers feedback form.
- f. In the event that the customer is not satisfied with the level of service performance, a complaint may be brought to the notice of their respective Head of Office for immediate redress. If the complaint is not rectified to satisfaction, the matter may be brought to the attention of the Municipal Mayor.

### **Uses of the Citizen's Charter**

The Citizen's Charter is designed to serve at least two (2) major uses. First, it serves as a citizen's guide to public services and second it serves as a manual of operations for the local government employees and staff.

As a Citizen's Guide to Public Services, the Malay Citizen's Charter provides information that will facilitate public's transaction with ease. It helps the public, as client of LGU's services, identify the right office to approach when obtaining a particular service, what requirements to bring and what systems and procedure to observe. On the other hand, as Manual of Operations, it serves a guide in the performance of their mandated duties and functions in the delivery of

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a frontline service. I will also serve as a reference in determining work and the level of performance expected from the service.

### **Benefits of the Citizen's Charter**

The concept of Citizen's Charter enshrines the trust between the Municipal Government as the service provider and the public as users. More than just a mere guidebook, a manual of operations or an expression of commitment, the Citizen's Charter must be recognized as a leap towards the envisioned state of being a 'premier destination'.

Since the Charter promises the highest standards for service delivery, it offers a wide range of benefit both for the local government and the user. For the user, it guarantee customer satisfaction, equal treatment in accessing the service, right to manifest complaints and demand for redress, and provided opportunity for people participation in service improvement. The Municipal Government likewise reaps benefit, among others are: (1) Efficient procedures will result to less cost of public service delivery; (2) Defined systems and procedures will lessen discretion of service providers which oftentimes are the source of graft and corruption; (3) Provision of feedback mechanisms if taken positively will most likely result in improving service delivery; and (4) Service standards provides basis for assessing performance useful in human resource development function, such as career advancement, rewards and incentives, capacity development, among others.

It is with fervent hope that this document serves the very purpose of improving the quality and reach of services delivered by the municipal government.