



Republic of the Philippines  
**CITY OF VALENZUELA**  
 Metropolitan Manila

**SANGGUNIANG PANLUNGSOD**

*\*\* Excerpts from the minutes of the 98<sup>th</sup> Regular Session of the 5<sup>th</sup> City Council of Valenzuela held on November 26, 2012 at 2:07 P.M. at the City Council's Session Hall, 3<sup>rd</sup> Floor, Legislative Building, Valenzuela City Hall, Karuhatan, Valenzuela City, Metro Manila.*

**ORDINANCE NO. 62**

Series of 2012

**AN ORDINANCE ESTABLISHING THE 3-S IN PUBLIC SERVICE PROGRAM IN VALENZUELA CITY AND PROVIDING FUNDS THEREFOR.**

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**WHEREAS**, as a major commercial and industrial center in Metro Manila, the City Government of Valenzuela is committed to ensure the delivery of basic services to the City, specifically in the areas of business registration and licensing procedure in Valenzuela City;

**WHEREAS**, there is a need to continuously formulate program and initiatives that are efficient, accessible and easy to implement, to make certain that all business processes in the City go as smoothly as possible;

**WHEREAS**, the Office of the City Mayor through the issuances of Memorandum No. 2011-006 which streamlined the Mayor's and/or Business Permits and Licenses Application as well as the implementation of the 3-S in Public Service Program in all areas of business registration and licensing procedure in Valenzuela City;

**WHEREAS**, there is a necessity to formally institute the 3-S Program which stands for, **SIMPLE, SPEED** and **SERVICE**, in order to make it easier for business registration and licensing procedure in Valenzuela City and to further strengthen the delivery of services to the constituents on a long-term basis;

**NOW, THEREFORE**, be it **ORDAINED** as it is hereby **ORDAINED** by the Sangguniang Panlungsod of Valenzuela City in session duly assembled:

**SECTION 1. TITLE.** This Ordinance shall be known and cited as the "Ordinance Establishing the 3-S Public Service Program in Valenzuela City and Providing Funds therefor."

**SECTION 2. SCOPE AND COVERAGE OF THIS ORDINANCE.** This Ordinance shall cover all city government offered services which are related to business registration, permits and licensing procedure in Valenzuela City, such as but not limited to the following offices;

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1. Business Permits and Licensing Office,
2. Office of the City Assessor;
3. City Registrar's Office;
4. City Engineering Office,
5. Zoning Office and
6. Treasury Office.

**SECTION 3. THE 3-S IN PUBLIC SERVICE PROGRAM.** It is hereby formally instituted a program that offers a fast, efficient service that allows business to be up and running in no time and is designed to hasten the business related application processes to ensure comfort and convenience of taxpayers and guarantee high quality service to be known as the 3-S in Public Service Program in Valenzuela City.

The 3-S in Public Service in Valenzuela City shall stand for:

1. **SIMPLE** process;
2. **SPEED** in delivery process and procedures; and
3. **SERVICE** excellence

**SECTION 4. STEPS IN DOING BUSINESS IN VALENZUELA CITY.**

Before starting any type of business in Valenzuela, a business license must be first secured, certifying that the operations and transactions are legal and legitimate.

After securing a business license, registrants are assumed to have complied and will continue to comply with all the Post-audit requirements. An inspection shall be conducted within a month following the release of the business license to ensure full compliance. Any violation of conditions of approval is sufficient ground for the revocation of the business license.

In consonance with the purpose of the 3S Program, the initial requirements for any and all application in the offices mentioned in Section 2 hereof shall be simplified and limited.

The steps in doing business in Valenzuela City shall comprise of the following:

1. **Receiving** – Submission of duly accomplished application form and requirements with the concerned office;
2. **Assessment and Payment** – Application will be processed by the Evaluation Sector of the office then proceed to pay the Order of Payment issued at the Cashier/Payment Division;

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3. **Releasing** – Present Order of Payment for the issuance of permits and/or licenses.

**SECTION 5. BUSINESS ONE STOP SHOP (BOSS)**

The BOSS was designed to speed up the processing of documents by ensuring a rapid movement of files or applications from one unit to another cutting of the time lost due to movements. Further process flowcharts are conspicuously placed at accessible areas inside the BOSS to guide applicants and taxpayers.

**SECTION 6. POST AUDIT INSPECTION.** The main feature of this program is the post auditing scheme. This warrants post inspection of the issued regulatory permits and clearances within reasonable time to double check the owner's faithful confirmation to any regulatory measures and requirements. This includes sanitation permits, locational clearance and fire safety inspection permits. This is to ensure that the only compliant and first rate businesses subsists in the city.

Further, Section 4 shall not in any way be construed as a waiver of other documentary requirements enjoined by applicable statutes and ordinance.

**SECTION 7. APPROPRIATION.** The City Government, through the office of the City Mayor, shall appropriate a reasonable amount to be used in the implementation of this Ordinance, which shall be included in its general allocation.

**SECTION 8. IMPLEMENTING GUIDELINES.** Any implementing guidelines through Executive Order issued by the City Mayor shall be prepared for the effective implementation of this Ordinance. All issuances relative to the 3-S Program is hereby adopted, unless expressly revoked by the City Mayor.

**SECTION 9. SEPARABILITY CLAUSE.** If for any reason, a part of this Ordinance is declared illegal or invalid, other parts or provisions hereof which are not affected thereby shall remain valid in full force and effect.

**SECTION 10. REPEALING CLAUSE.** Any ordinance or part or provisions thereof which are inconsistent with any of the provisions of this Ordinance herewith are hereby repealed or modified accordingly.

**SECTION 11. EFFECTIVITY CLAUSE.** This ordinance shall take effect upon its approval.

**ENACTED.**

**NOVEMBER 26, 2012.**

**CITY OF VALENZUELA, METROPOLITAN MANILA.**

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Councilor  
Majority Floor Leader

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**HON. MARIA CECILIA V. MAYO**  
Councilor  
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**HON. LORENA NATIVIDAD-BORJA**  
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**HON. MARLON PAULO C. ALEJANDRINO**  
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**HON. RAMON L. ENCARNACION**

Councilor

(President, League of Barangays)

**HON. CRISTINA MARIE M. FELICIANO**

Councilor

(President, Federation of Sangguniang Kabataan)

**ATTESTED:**

**FLAVIO C. DIAZ**

Secretary

**CERTIFIED CORRECT:**

**HON. ERIC M. MARTINEZ**

Presiding Officer

City Vice Mayor

**APPROVED:**

**HON. SHERWIN T. GATCHALIAN**

City Mayor

Date Signed: \_\_\_\_\_