



Republic of the Philippines
Province of Cagayan

CITY OF TUGUEGARAO

10-22-13



OFFICE OF THE CITY SECRETARY

October 21, 2013

Mrs. Rosalinda P. Callang
Secretary to the Sanggunian
Sangguniang Panlalawigan, Province of Cagayan
Capitol Hills, Tuguegarao City

Madam:

Pursuant to Section 54 of the Local Government Code, we are now submitting for review and action the attached legislative measure enacted by the Sangguniang Panlungsod on October 9, 2013, specifically:

**CITY ORDINANCE NO. 04-2003 – “AN ORDINANCE ADOPTING
THE CHARACTER CITY PROGRAM, DECLARING
TUGUEGARAO CITY AS A CITY OF CHARACTER, AND
PROVIDING FUNDS THEREFOR”**

Thank you.

Yours truly,


Joel Joseph L. Egipito, Ph.D.
Secretary to the Sangguniang Panlungsod

Republic of the Philippines
PROVINCE OF CAGAYAN
Tuguegarao City

SIXTH CITY COUNCIL

EXCERPTS FROM THE MINUTES OF THE REGULAR SESSION
OF THE SANGGUNIANG PANLUNGSOD OF TUGUEGARAO CITY, CAGAYAN HELD
ON OCTOBER 9, 2013, WEDNESDAY, AT THE SANGGUNIANG PANLUNGSOD SESSION HALL

PRESENT:

Hon. Engelbert C. Caronan, Jr.	City Vice Mayor, Presiding Officer
Hon. Rosauro G. Resuello	Sangguniang Panlungsod Member
Hon. Ronald S. Ortiz	-do-
Hon. Perla C. Tumaliuan	-do-
Hon. Maila Rosario T. Que	-do-
Hon. Noel A. Mora	-do-
Hon. Jude T. Bayona	-do-
Hon. Loreto B. Valdepeñas	-do-
Hon. Anthony C. Tuddao	-do-

ABSENT:

Hon. Bienvenido C. De Guzman II	Sangguniang Panlungsod Member
Hon. Kendrick S. Calubaquib	-do-
Hon. Estelita U. Dayag	-do- (O.B.)
Hon. Aurora A. Ave	-do- (O.T.)
Hon. Hilario Larry S. Ting	-do-
Hon. Nadine Jerome A. Cabugos	-do-

CITY ORDINANCE NO. 04-2013

**AN ORDINANCE ADOPTING THE CHARACTER CITY PROGRAM,
DECLARING TUGUEGARAO CITY AS A CITY OF CHARACTER,
AND PROVIDING FUNDS THEREFOR**

Principal Sponsor:	Hon. Rosauro G. Resuello
Co-Sponsors:	Hon. Engelbert C. Caronan, Jr.
	Hon. Bienvenido C. De Guzman II
	Hon. Ronald S. Ortiz
	Hon. Perla C. Tumaliuan
	Hon. Maila Rosario T. Que
	Hon. Noel A. Mora
	Hon. Jude T. Bayona
	Hon. Loreto B. Valdepenas
	Hon. Kendrick S. Calubaquib
	Hon. Estelita U. Dayag
	Hon. Aurora A. Ave
	Hon. Hon. Anthony C. Tuddao
	Hon. Hilario Larry S. Ting
	Hon. Nadine Jerome A. Cabugos

WHEREAS, the Character City Program, as introduced by the International Association of Character Cities, is gaining a growing number of adherents all over the world, including the Philippines;

WHEREAS, the Tuguegarao City Government considers the Character City Program as a good governance approach and strategy in making our city a place where family relationships are strong, home and streets are safe, education is effective, business is productive, neighbors care about one another and citizens are free and responsible of their choices for a better life;

WHEREAS, many current societal problems will be alleviated if the Tuguegaraoños live by positive and constructive character qualities; if people fail to demonstrate positive character qualities and make wrong moral choices, the health, safety, and welfare of the citizens are endangered, resulting in a financial burden upon the taxpayers for the costs of law enforcement;

WHEREAS, the Tuguegarao City recognizes the need to instill positive character qualities in all aspects of human endeavor to fulfill its vision of a clean, healthy, resilient, orderly and peaceful city with vibrant economy, balanced environment, and enduring and lively culture and safe settlements, under the leadership of good governance champions in partnership with God-loving, family-oriented, child- friendly and globally competitive Tuguegaraoños.

NOW THEREFORE, be it **ORDAINED** by the 6th City Council of Tuguegarao in session **ASSEMBLED** to enact:

**CHAPTER I
SHORT TITLE AND DECLARATION OF POLICY**

SECTION 1. TITLE. This ordinance shall be known as the **“Character City Ordinance of Tuguegarao.”**

SECTION 2. DECLARATION OF POLICY. It is hereby declared as a policy of Tuguegarao City to adopt a character-based approach in governance where each and every citizen and institution of the city, from the officials and employees of the city government to the ordinary constituents in the barangay, are paragons or exemplars of good character.

**CHAPTER II
DEFINITION OF TERMS**

SECTION 3. DEFINITION OF TERMS. The following terms and phrases when used under this Ordinance shall mean as follows:

- a. **“BARANGAY”** shall refer to the basic political unit in our country which is headed by a barangay chairman;
- b. **“BUSINESSES”** shall refer to stores and establishments operating for profit within our city;
- c. **“CHARACTER”** shall refer to the summation of values and traits in a person that will motivate him/her to do what is right;
- d. **“CITY GOVERNMENT”** shall refer to Tuguegarao City Government;
- e. **“CITY OF CHARACTER”** shall refer to one in which the elected officials, community leaders, and citizens-at-large recognize the importance of good character;
- f. **“CHARACTER CITY PROGRAM”** shall refer to the program to be implemented by the TCCC for the purpose of integrating character development in every individual within our city;
- g. **“IACC”** shall refer to International Association of Character Cities;
- h. **“INTERNATIONAL ASSOCIATION OF CHARACTER CITIES”** shall refer to an organization established for developing city-wide efforts in advocating personal character development;
- i. **“TCCC”** shall refer to Tuguegarao City Character Council;
- j. **“TODA”** shall refer to Tricycle Operators and Drivers Association;

**CHAPTER III
CITY OF CHARACTER**

SECTION 4. DEFINITION. A City of Character is one in which the elected officials, community leaders and citizens-at-large recognize the importance of good character.

Everyone works together to ensure that families are strong, homes and streets are safe, education is effective, business is productive, neighbors care about one another and citizens are free to make wise choices for their lives and families.

In a City of Character, undisciplined living is socially unacceptable, and an emphasis is placed upon an individual's responsibility for his or her words, actions and attitudes.

Most importantly, a City of Character has leaders who are models of the character they advocate for its citizens.

SECTION 5. DECLARATION OF THE TUGUEGARAO CITY AS A CITY OF CHARACTER. The Tuguegarao City is hereby declared a City of Character, that is, a City adhering to the ideals as described in Section 4 of this Ordinance.

**CHAPTER IV
THE TUGUEGARAO CITY CHARACTER COUNCIL (TCCC)**

SECTION 6. THE TUGUEGARAO CITY CHARACTER COUNCIL (TCCC). There is hereby created a Tuguegarao City Character Council (TCCC) for the purpose of overseeing the implementation of the provisions of this Ordinance.

SECTION 7. COMPOSITION OF THE TCCC. The TCCC shall be composed of the following:

- | | |
|--------------|---|
| Chairman: | Mayor |
| Co-Chairman: | Vice Mayor |
| Members: | A Representative from the Academe/ Education |
| | A Representative from the Faith Community |
| | A Representative from the Business Sector/ NGO |
| | A Representative from the Law Enforcement |
| | A Representative from the Media |
| | And other representatives deemed necessary as determined by the Council |

**CHAPTER V
CHARACTER CITY PROGRAM**

SECTION 8. OBJECTIVES. The Character City Program shall have the following objectives:

- a. To promote positive change in every sector of our society through the efficiency, honesty and dignity of its officials and employees and through the involvement of the citizenry in the promotion of discipline, cooperation and respect for one another.
- b. To create a community of individuals dedicated to actively practice good character, resulting in a community where citizens are caring for one another, families are healthy and united, faith-based organizations are compassionate, education is effective, business is successful, government is serving the citizens and homes and streets are safe.
- c. To identify and build more positive role models who will demonstrate positive character qualities, responsibly committing themselves to exemplifying character in their personal lives, inspiring others to do the same and fostering a community culture where good character is encouraged, developed and commended.

SECTION 9. SCOPE. The Character City Program shall be integrated in the following sectors of our community:

- a. Families
- b. Barangays/ TODA
- c. Schools/ Universities

- d. Businesses
- e. City Government
- f. Media
- g. Law Enforcement

SECTION 10. CHARACTER CITY PROGRAM. The Character City Program shall include the following:

- A. CREATION OF STRATEGY HANDBOOK ON CHARACTER BUILDING.** The Tuguegarao City Character Council (TCCC) shall create a Strategy Handbook on Character Building which shall be the primary tool that will be used by the different sectors of our community in integrating character development in every individual.

This tool will also introduce the concept of Character City Program, the reasons why we need to become a City of Character and the benefits arising therefrom.

- B. CHARACTER TRAITS ENHANCEMENT.** The Character City Program shall give emphasis in the development and enhancement of the time-honoured core human values of:

“Pammakatalo’ ta Diyos”
(Fear of God)

“Pangaya ta Kasittolay”
(Love of Fellowmen)

“Anguffun ta makafi”
(Generous help to the weak and the forgotten)

It shall also include universally-recognized character traits such as; RESPONSIBILITY (doing the things and tasks assigned to you properly), ORDERLINESS (arranging your surroundings to achieve greater efficiency), TRUTHFULNESS (telling the truth no matter what it costs), INITIATIVE (recognizing and doing what needs to be done before being asked to do them), DILIGENCE (investing one’s time and energy to complete each task assigned to you), PUNCTUALITY (showing esteem for others by doing the right thing at the right time), GRATEFULNESS (showing appreciation to other people’s act of kindness to you and being thankful for your blessings), HUMILITY (having a proper assessment of your own abilities, recognizing your limitations and acknowledging the people who have contributed to your success) and PATIENCE (ability to wait for something without grumbling or complaining).

- C. EDUCATION AND INFORMATION DISSEMINATION.** The TCCC shall distribute copies of the Strategy Handbook on Character Building to the different sectors of our community, such as the families, the barangays, the schools/ universities, the businesses, the City Government, the media, the law enforcement and the TODA.

The TCCC shall focus the attention of the community on the importance of character by emphasizing one character quality per month.

The TCCC shall also promote character awareness. This can be done by printing the featured monthly character quality and its definition on streamers to be posted in conspicuous places within the city. The TCCC is also encouraged to use social networks and publish its own newsletters as additional form of information dissemination for the public to be more aware of the Character City Program.

- D. TRAININGS.** The TCCC shall conduct trainings at least once a month for the proper implementation of the Character City Program. The training shall be participated by at least two representatives from each sector of our community.

- E. GIVING CHARACTER RECOGNITION.** The TCCC shall give proper recognition in the form of certificates or plaques to individuals who possess good character traits worth emulating by others. The TCCC shall also include the story of the person who was recognized for his/her exemplary character in its newsletter to serve as an inspiration for others.

**CHAPTER VI
FINAL PROVISIONS**

SECTION 11. APPROPRIATIONS. The amount necessary to implement the provisions of this Ordinance shall be appropriated in the Annual Budget of Tuguegarao City.

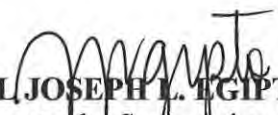
SECTION 12. SEPARABILITY CLAUSE. The provisions of this Ordinance are hereby declared to be separable and in the event that one or more of the other provisions are held illegal or unconstitutional, the validity of the other provisions shall not be affected.

SECTION 13. EFFECTIVITY. This Ordinance shall take effect immediately upon its approval and in accordance with the provisions of the Local Government Code.


On motion of all members present, **CITY ORDINANCE NO. 04-2013** was UNANIMOUSLY APPROVED.

x-x-x

I HEREBY CERTIFY TO THE CORRECTNESS OF THE FOREGOING:


JOEL JOSEPH L. TGIPTO, Ph. D.¹⁰¹¹³
Secretary to the Saranganiang Panlungsod

ATTESTED:


HON. ENGELBERT C. CARONAN, JR.
City Vice Mayor
Presiding Officer

APPROVED:


HON. JEFFERSON P. SORIANO
City Mayor
Date approved: 10-21-13

♥ em