December 3, 2019

MEMORANDUM TO:

OIC, Office of the Asst. Schools Division Superintendent
Chief Education Supervisors, CID and SGOD
Elementary and Secondary School Principals
Officers-in-Charge
Public Schools
City Paid Employees

DILG RECOGNITION OF SHOWCASE OF EXCELLENCE IN GOVERNANCE

Schools Division Office-Marikina City would like to congratulate the City Government of Marikina headed by Hon. Marcelino R. Teodoro for being recognized by the DILG as model city on discipline and for receiving the award SHOWCASE OF EXCELLENCE IN GOVERNANCE during the LGU Roadshow held at Marikina Convention Center on November 22, 2019.

Attached is City Administrator Memorandum dated November 26, 2019 re: DILG Recognition of Showcase of Excellence in Governance, content of which is self-explanatory, for information and appropriate action.

Wide dissemination of this Memorandum is desired.

Sheryl T. Gayola
Education Program Supervisor
Office-In-Charge
Office of the Schools Division Superintendent

Maka-Diyos, Makatao, Makakalikasan at Makabansa
26 November 2019

MEMORANDUM

FOR : All Department/Office Heads

SUBJECT : DILG RECOGNITION OF SHOWCASE OF EXCELLENCE IN GOVERNANCE

The efforts of the city government and the people of Marikina paid off last Friday, 22 November 2019 during the Grand Launch of Disiplina sa Bangketa Campaign and the Safe Philippines Project by the Department of Interior and Local Government (DILG). No less than the Honorable Secretary Eduardo M. Año handed the Plaque of Recognition as SHOWCASE OF EXCELLENCE IN GOVERNANCE (highest award given by the department.

The Honorable Mayor would like to share the honor to all city personnel and the community, as well as inform everyone who had a share in the highest honor received to understand its value. Relative to this, all department/office heads are instructed to meet their subordinates at least twice a week, to explain and discuss the significance of the said award and what transpired during the said event. (Attached is a copy of the DILG Disiplina Muna brochure for reference.)

It is also advised that pictures of the said meetings must be posted as proof.

For compliance.

By Authority of the Mayor:

JANET S. OBISPO
Acting City Administrator/
City Personnel Officer
Disiplina muna
Beyond road clearing, Marikina ups drive for clean, safe, pro-people city
The Department of the Interior and Local Government is committed to document transformations as a result of local government reforms.

Marikina City has been selected for local initiatives enduring political transitions and resulting in meaningful transformations over time.

This knowledge product is intended for partners to learn and draw inspiration from, to trigger innovations and good practices in LGUs and communities.

This was prepared with guidance from the DILG NCR Regional Office, with the collaboration between DILG-Marikina City and the City Government of Marikina, and funding from the Support to Local Governance Program (SLGP) of the DILG.

Photos were sourced from the Public Information Office of Marikina City, adhering to the child protection policies of government.

We need to exercise our roles and responsibilities as citizens to shape the Philippines we want for ourselves and our children.

Toward a future that is matatag, maginhawa at panatag sa buhay, we need to build the foundations of sustainable development and inequality-reducing transformations in society.

Our collective aspirations drive our commitment to discipline, within ever expanding spaces for citizen participation in national and local governance.


The DILG aims to help build the social fabric of society by igniting a culture of discipline and invigorating social consciousness and active citizenship.

Called the Disiplina Muna campaign, the program compels LGUs, partners, and the Filipino people to foster creative and meaningful solutions that bring out the best in ourselves to address local challenges, such as road congestion and illegal structures; disaster exposure; anti-smoking and anti-drugs; anti-red tape and simplifying service delivery, as well as cleanup and safety to support tourism and overall wellbeing, among others.*

*DILG Memorandum Circular No. 2019-181. Disiplina Muna National Advocacy Campaign. See DILG website for more information. #DisiplinaMuna
Marikina City: people at the core of service delivery reform, local discipline


Kasama sa pangarap ng Marikenyos ang pagkapantay-pantay sa ilalim ng Marikinang maayos, malinis, at makatao.

For the city government’s services and reforms that regulate or change behaviors, Marikina adheres to the expectations of the people.

No favoritism. Fair and just enforcement. Open lines of communication. Accessible leadership. Good service delivery.

In Marikina City, some bold initiatives may be painful to implement, but when eased with fairness, consistency, and integrity, the Marikenyo yield to the collective good.

Pantay-pantay. Walang maiwan. Sama-sama sa patuloy na pagbabago at pag-angat.

Ako ay taga Marikina, na may matutungas ugali, na nagbibigay dangal sa bayan ko at sa aking sarili.

Disiplina Pledge, 1996
Long before the call for solutions to address congestion through road clearing and urban renewal, Marikina City has, on its own, pursued a city discipline program building on gains transcending political transition and leadership change.

the marikina story

beyond roads clearing, a holistic transformation strategy

Capacity, according to DILG and the Local Government Academy, is the synergy of structure, enabling policies, management systems, knowledge and learning, competencies, and leadership.

Here's the 'transformation strategy' of Marikina City investing on maturing capacities for enduring results and people-centered discipline since the '90s to the present.

Foundation of discipline put in place, 1992-2001

Mayor Bayani Fernando introduced discipline in the city with the first wave of road clearing and dismantling of illegal structures. The power of enforcement was at its height, with capacities in place aided by:

1. Ordinances regulating the use of sidewalks and streets (Ordinance No. 59, s. 1993);
2. Relocating informal settler families along the Marikina River;
3. Establishing Rescue 161; and
4. Seeing through the cityhood of Marikina in 1996 and introducing the value discipline in city development thrusts.
Eye-sore no more, 2001-2010

Mayor Maria Lourdes Carlos Fernando sustained BF's reforms, but distinguished governance by focusing on urban cleanliness. The capacities of Marikina were enhanced by:

1. Regulating the posting of streamers and billboards (Ordinance No. 110, s. 2001); and
2. Establishing the Community Relations Office.

Cleanliness maintained, 2010-2016

Mayor Del De Guzman ushered in a soft approach to city discipline, but enhanced city capacities by:

1. Enhancing the Traffic Management Code (Ordinance No. 84, s. 2015);
2. Imposing curfew for minors (Ordinance No. 40, s. 2015); and
3. Bringing Marikina back to its feet after Typhoon Ondoy.

People above all, 2016-present

Mayor Marcelino Teodoro sustains the discipline of Marikina by changing mindsets and inspiring people to be solution-seekers and partners, a cornerstone for the social contract between the city government and the people. City capacities were intensified by:

1. Investing on education and behavior change through the Munting Basura, Ibula Muna program for children and families;
2. Pushing for zero informal settlements through the Tenureship Program;
3. Standardizing Rescue 161 response time from 5 to 3 minutes;
4. Parking as a requirement for building permits; and
5. Opening gated villages for ease of human and vehicular traffic, among others.
Difficult reforms are half-won when people see themselves part of the solution. The other half, according to Mayor Marcy, is fair and consistent implementation.

For Marikina, removing illegal structures and easing urban congestion is uniformly enforced, whether in gated, posh villages or among blighted communities in the city.

There is no secret formula for the city leadership: just open dialogue with the people and actively engaging them. Integrity matters, too.

Some lessons have emerged from Marikina. First, gains of the past need to be recognized, but moving forward, people's values and aspirations remain at the core of continuous improvement. Mayor Marcy cites the legacies of predecessors in road clearing—thanks them—and builds on gains to make the reform stick over time.

Second, road clearing in Marikina City has always been part of a holistic local governance program; not a one-off, episodic initiative. Other programs have reinforced it to make it durable, despite leadership succession over more than a decade.

The Munting Basura, Ibulsa Muna calls for active citizenship starting with young children. The biker-friendly, walkable city makes Marikina clean, safe, and obstruction-free. The Respeta Kalye program has introduced 'first to stop, first to go' rule keeping courtesy and discipline an ethos of driving and movement.

Third is pursuing cascading strategies to reinforce new behaviors and norms. These include roads accessibility, connectivity, and mobility; engineering and infrastructure support; clearing and cleaning drives; and tenureship program for informal settlers.

Finally, the system of accountability works. Marikenyos provide feedback and monitor performance. The Marikina Rescue 161 Hotline, citywide CCTVs, and social media engage citizens, as much as draw opportunities for continuous improvement of the city's key programs.
"Ang disiplina sa Marikina is more than enforcement and penalties. It is about mobilizing people’s values to realize dreams. Ano ba ang gusto nila sa buhay? Ano naman ang para sa Marikina? What can we do together to make these dreams happen?"

Mayor Marcy Teodoro
Marikenyos speak

dito po sa 'min...


Mayet Sayenga, Nanay and housekeeper

Yung iba nagagalit sa 'min, pero mahinahon lang sa pagpapaliwanag kung ano ang tama. Ang bangketa para sa tao, di para sa sasakyan.

Aaron Martin Castillo, Traffic Aide

Jazzler Leyes, Grade VI
what lies ahead

Marikina City's onward journey
Markina City has had a headstart in implementing regulatory reforms; for example, clearing roads, dismantling illegal structures, and reclaiming streets and pavements for efficient and safe human and vehicular traffic.

It started in the 90s and to this day, Markina City is still at it: improving, institutionalizing, and diffusing innovations and good practices.

But what makes Markina City distinctive is that reforms have a life that endured leadership change and political transitions. Reforms stick and become part of Markina’s institutions development.

This speaks of mature organizational capacities that make policies absorbed by the city government, rather than centered on the local chief executive.

It has also helped that long before the national government wanted to recapture the imagination of LGUs and communities for renewed sense of discipline and active citizenship, Marikenyos have long engaged in discovering and nurturing their commitment to discipline as an ethos of a city that wishes to be nurturing, healthy, safe, and progressive.
For more information

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Twitter #DisiplinaMuna