

EXECUTIVE DIRECTION
PUBLIC INFORMATION DIVISION

VISION:

The Public Information Office envisions to close the communication gap between the City Government and its constituents through dissemination of relevant information regarding the programs and projects of the Caloocan City Government towards the achievement of a productive, educated and well-informed citizenry.

MISSION:

- To serve as a medium of information from local government to the people and be a venue for valuable feedback.
- To convey the plans and aspirations of Mayor Oscar G. Malapitan and his administration to the city residents and mobilize to work for the progress of the City.
- To maximize the use and potential of all forms of media in order to advance the welfare and interests of the City of Caloocan and its residents.
- To be an instrument of education, thereby contributing to the development of the City.
- To harness the skills and work ethics of its staff that works harmoniously with the Local Executive and other officials of the City Government.

FRONTLINE SERVICE	PROVISION OF RESEARCH MATERIALS, PAMPHLETS, COMMUNITY PAPER AND DATABASE INFORMATION TO PRIVATE SECTORS, GOVERNMENT AGENCIES, NON-GOVERNMENT ORGANIZATIONS, STUDENTS AND THE ACADEME
STEP 1	Submission of letter request or fill-up request form
STEP 2	Interview/ Validation of Request/ Recording of Request to logbook
SERVICE PROVIDER/ S	OFFICERS OF THE DAY: - CESAR CAUILAN - LEONILLE ARCENAL - RONOLFO RODIL - ROMEO CADIZ
TIME FRAME	5-10 minutes
REQUIRED DOCUMENTS	Valid identification card/ Letter Request
STEP 3	Indorsement of letter request to OIC for approval.
DURATION	5 minutes to 1 day
SERVICE PROVIDER/ S	OFFICER OF THE DAY
STEP 4	Releasing/ issuance of information & materials, pamphlet, community paper and database.
TIME FRAME	5 – 10 minutes depending on the volume and nature of information and materials needed
SERVICE PROVIDERS	OFFICER OF THE DAY
REQUIRED FEES	None. However, the photocopying cost is to be shouldered by the client/researcher.

FRONTLINE SERVICE	PROVISION OF COPY VIDEO FOOTAGES/ LAYOUT
STEP 1	Submission of letter request or fill-up request form
STEP 2	Interview/ Validation of Request/ Recording of Request to logbook
SERVICE PROVIDER/ S	COMPUTER OPERATORS/ LAYOUT/DESIGN ARTISTS: - LEONILE ARCENAL - CESAR CAUILAN - RYAN VIAÑA
TIME FRAME	5-10 minutes
REQUIRED DOCUMENTS	Valid identification card/ Letter Request
STEP 3	Indorsement of letter request to OIC for approval
SERVICE PROVIDER/ S	COMPUTER OPERATORS/ LAYOUT/ DESIGN ARTISTS
TIME FRAME	5 minutes-1 day
STEP 4	Copying/ Releasing/ issuance of USB flash drive/ photo paper or CD/DVD.
SERVICE PROVIDERS	COMPUTER OPERATORS/ LAYOUT/DESIGN ARTISTS
TIME FRAME	At least 30 minutes-1 hour, depending on the size of the video footages/layout design to be downloaded/copied.
REQUIRED FEES	None, however flash drive/ data storage device needed be provided by the requesting party.

FRONTLINE SERVICE	PROVISION OF IDS (AS PER ANTI-RED TAPE ACT)
STEP 1	Submission of letter request by the applicant
STEP 3	Filling-up of the ARTA ID application form.
SERVICE PROVIDER/ S	OFFICERS OF THE DAY: - CESAR CAUILAN - LEONILLE ARCENAL - RONOLFO RODIL - ROMEO CADIZ
TIME FRAME	5-10 minutes
STEP 4	Photograph taking
SERVICE PROVIDER	GREMER MANTOS
TIME FRAME	5-10 minutes
STEP 5	Submission to HRMO of ID layout for validation of information
SERVICE PROVIDER/ S	FLORALIZA V. VELASCO
TIME FRAME	5 minutes-1 day
STEP 6	ID lamination
SERVICE PROVIDER	OFFICER OF THE DAY
TIME FRAME	10 minutes
STEP 7	Release of ID
SERVICE PROVIDER	OFFICER OF THE DAY
TIME FRAME	5 minutes.
REQUIRED FEES	None

FRONTLINE SERVICE	PROVISION OF DIGITAL PHOTOGRAPHY/ DOWNLOADING /COPYING
STEP 1	Submission of letter request or fill-up request form
STEP 2	Interview/ Validation of Request/ Recording of Request to logbook
SERVICE PROVIDER/ S	OFFICE PHOTOGRAPHERS
	South - ERMER MANTOS - RYAN VIANA - ROMEO CADIZ - CESAR CAUILAN
	North - JULIO DEL VALLE - ANGEL DORONILLA
TIME FRAME	5-10 minutes

REQUIRED DOCUMENTS	Valid identification card/ Letter Request
FRONTLINE SERVICE	PROVISION OF DIGITAL PHOTOGRAPHY/ DOWNLOADING /COPYING (cont.)
STEP 3	Indorsement of letter request to OIC for approval
SERVICE PROVIDER/ S	OFFICE PHOTOGRAPHERS
TIME FRAME	5 mInutes-1 day
STEP 4	Copying/ Releasing/ issuance of USB flash drive/ photo paper or CD/DVD.
SERVICE PROVIDERS	OFFICE PHOTOGRAPHERS
TIME FRAME	At least 10-20 minutes, depending on the size of the photos/ layout design to be downloaded/copied.
REQUIRED FEES	None, however flash drive/ data storage device needed be provided by the requesting party.

FEEDBACK AND COMPLAINTS MECHANISM:

Accomplish the Feedback Form available in the office and drop in the designated Comment and Suggestion Box located at the Front Desk or send queries through any of the following form of correspondence:	
Email Address:	<i>Caloocan.pio@gmail.com</i>
Telephone Numbers:	(02) 288 – 8811 to 21 loc. 2230