



**EXECUTIVE ORDER NO. PCG-34
SERIES OF 2023**

NEWLY RECONSTITUTING THE PASIG CITY PRICE COORDINATING COUNCIL, DEFINING ITS ROLES, DUTIES, AND RESPONSIBILITIES, AND FOR OTHER PURPOSES.

WHEREAS, Republic Act No. 7581 or the Price Act provides for the protection of consumers by prescribing measures against undue price increases during emergency situations, while empowering the President of the Republic of the Philippines, upon the recommendation of the National Price Coordinating Council (NPCC), to impose a price ceiling on any basic necessity or prime commodity if any of the following conditions so warrant: (a) Impendency, existence, or effects of a calamity; (b) Threat, existence, or effects of an emergency; (c) Prevalence or widespread acts of illegal price manipulation; (d) Impendency, existence, or effect of any event that causes artificial and unreasonable increase in the price of the basic commodity; and (e) Whenever the prevailing price of any basic necessity or prime commodity has risen to unreasonable levels;

WHEREAS, the Department of the Interior and Local Government (DILG) issued Memorandum Circular No. 2018-128 on 14 August 2018 encouraging all Provincial, City, and Municipal Mayors, DILG Regional Directors, and all others concerned to reactivate their Local Price Coordinating Councils (LPCCs) to address or forestall and to monitor exorbitant, excessive, and unreasonable price increases of essential prime commodities.

WHEREAS, on 10 August 2020, Joint Memorandum Circular No. 03, Series of 2020 with the subject *Strengthening the Role of Local Price Coordinating Councils and the LGUs in Managing Unreasonable and Excessive Price Increase of Basic Necessities and Prime Commodities* was issued by the Department of Agriculture, Department of Trade and Industry, Department of Health, Department of the Interior and Local Government, and the Department of the Environment and Natural Resources, in order to "strengthen the LPCCs pursuant to the Price Act and to provide guidance in the performance of its duties, in accordance with the established guidelines of DA, DOH, DENR, and DTI with regard to the monitoring of basic necessities and prime commodities and the establishment of suggested retail prices (SRPs);

WHEREAS, on 08 February 2021, Executive Order No. PCG-6, Series of 2021 was issued by the City Mayor with the subject *Re-Constituting the Pasig City Price Coordinating Council, Defining Its Roles, Duties, and Responsibilities, and For Other Purposes*;

WHEREAS, in light of the recent increase in the prices of basic commodities, especially due to the pandemic, the NPCC, in coordination with local government units, has to exert extra effort in monitoring prices of basic necessities and prime commodities; *Further*, on 31 August 2023, Executive Order No. 39 with the subject *Imposition of Mandated Price Ceilings on Rice* was issued by order of the President of the Philippines; and

WHEREAS, there is an urgent and continued need to newly reconstitute the local Pasig City Price Coordinating Council to prescribe measures and institute the necessary mechanism to ensure the protection of consumers against undue price increases during emergency and other similar situations as well as assure adequate supply, distribution, and marketing of said goods,



and in supporting the advocacies of the National Government with regard to the guaranteeing of basic necessities as not only sufficient but also reasonably priced and conveniently accessible to every Filipino/na;

NOW, THEREFORE, I, VICTOR MA. REGIS N. SOTTO, City Mayor of Pasig, by virtue of the powers vested in me by law, do hereby newly re-constitute the Pasig City Price Coordinating Council and define its roles, duties, and responsibilities as follows:

Section 1. RECONSTITUTION OF THE PASIG CITY PRICE COORDINATING COUNCIL; REVISED COMPOSITION. The Pasig City Price Coordinating Council shall be composed of the following or their authorized representatives:

Chairperson	:	<i>City Mayor</i> OFFICE OF THE CITY MAYOR
Vice Chairperson	:	<i>City Administrator</i> OFFICE OF THE CITY ADMINISTRATOR
Co-Vice Chairperson	:	<i>Chairperson of the Committee on Trade, Commerce and Industry</i> SANGGUNIANG PANLUNGSOD
Action Officer	:	<i>Market Administrator</i> MARKET ADMINISTRATION OFFICE
Secretariat	:	<i>Local Economic Development and Investment Promotion Officer</i> LOCAL ECONOMIC DEVELOPMENT AND INVESTMENT OFFICE
Members	:	<i>Chairperson of the Committee on Market</i> SANGGUNIANG PANLUNGSOD <i>President</i> LIGA NG MGA BARANGAY <i>Head</i> CITY HEALTH DEPARTMENT <i>Head</i> BUSINESS PERMIT AND LICENSE DEPARTMENT <i>Head</i> PEACE AND ORDER DEPARTMENT <i>Chief of Police</i> PHILIPPINE NATIONAL POLICE – PASIG



City Director
DEPARTMENT OF INTERIOR AND LOCAL GOVERNMENT

Director of the Fair Trade and Enforcement Bureau
DEPARTMENT OF TRADE AND INDUSTRY

At least (2) Representatives from the following sectors
MARKET/VENDOR GROUPS, LABOR GROUPS

At least (2) Representatives from the following sectors
CONSUMER GROUPS, TRANSPORTATION GROUPS,
WOMEN GROUPS, PWD GROUPS, SENIOR CITIZENS
GROUPS

At least (2) Representatives from the following sectors
HOAs, ACCREDITED ASSOCIATIONS, COOPERATIVES

Section 2. DUTIES AND RESPONSIBILITIES. The duties and responsibilities of the newly reconstituted Pasig City Price Coordinating Council, are as follows:

- (i) Coordinate and rationalize the programs to stabilize prices and supply of member agencies in Pasig City;
- (ii) Recommend to the National Price Coordinating Council or the implementing agencies suggested retail prices (SRP) and/or the price ceilings for certain basic necessities and/or prime commodities in their respective areas;
- (iii) Conduct in-depth analysis on causes for price fluctuations;
- (iv) Recommend action steps to correct unwarranted price increases and supply shortages;
- (v) Undertake measures during emergencies (i.e. crisis, calamity, or state of emergency) to coordinate the implementation of the rules issued by implementing agencies, such as but not limited to the following emergency measures and directives enumerated in Rule VII Section 1 of the IRR of the Price Act, namely:
(a) Price/supply monitoring activities of basic and prime commodities should be conducted immediately following the calamity or state of emergency; (b) Specific items identified as basic necessities/prime commodities not part of the regular may be covered; (c) Frequency of price/supply monitoring may be increased. Only items with price change and supply problems should be reported; (d) Reports must be submitted to the Secretariat of the NPCC for coordination; and (e) Frequency of the price/supply report may be reduced as soon as prices and supply have stabilized; and
- (vi) In accordance with the deputation or enlistment by implementing agencies of other government agencies during emergencies, provide assistance in the monitoring, transport, movement, and distribution of commodities.

Likewise, in accordance to DILG Memorandum Circular No. 2018-128, and Joint Memorandum Circular No. 03, Series of 2020, the Pasig City Price Coordinating Council is



empowered to assist in the adoption of measures to address hoarding and exorbitant excessive, and unreasonable price increases of essential prime commodities:

- (i) Conduct of regular inspections of public and private markets;
- (ii) Deputation of barangay officials and non-government organizations to monitor abnormal price increases,
- (iii) Submission of regular reports on violations of the Price Act to the Secretariat of the NPCC;
- (iv) Provision of stalls, kiosks, and/or spaces for the KADIWA program/s, Diskwento Caravan program, and other similar projects, in the public markets, including the flea market at the barangay level, under its jurisdiction and control; and
- (v) Active coordination with other appropriate government agencies to prevent unwarranted price increases and hoarding of rice and other prime commodities.

Section 3. MEETING AND QUORUM. The Pasig City Price Coordinating Council shall meet as often as may be deemed necessary. The presence of the Chairman and the majority of the members of the Council shall constitute a quorum to transact official business.

Section 4. APPROPRIATIONS. Funds as may be necessary to finance the operation, programs and projects of the Pasig City Price Coordinating Council in carrying out the purposes and objectives of this Executive Order are hereby authorized to be chargeable against the Special Projects, Office of the City Mayor, or the funding of the Pasig City Local Economic Development and Investment Office.

Section 5. EFFECTIVITY. This order shall take effect immediately.

DONE this 11th day of September 2023 at the City of Pasig, Metro Manila.


VICTOR MA. REGIS N. SOTTO
City Mayor

