



REPUBLIC OF THE PHILIPPINES  
**OFFICE OF THE CITY MAYOR**  
CITY OF DAVAO

**EXECUTIVE ORDER NO. 09**  
Series of 2025

**AN ORDER DIRECTING A CITY-WIDE INSPECTION AND REMOVAL OF  
ILLEGAL BILLBOARDS AND SIGNAGES PURSUANT TO DEPARTMENT OF THE  
INTERIOR AND LOCAL GOVERNMENT MEMORANDUM CIRCULAR NO. 2010-  
101 DATED SEPTEMBER 23, 2010**

**WHEREAS**, the practice of putting up billboards or signages bearing the names, initials, and images of government officials on government programs and projects has been noticeably abused and misused by some public officials for their personal interests and has taken the credit away from the taxpayers who are the ones paying for such programs or projects through their tax payment;

**WHEREAS**, in response to such concern and in order to uphold good governance, the Department of the Interior and Local Government (DILG) issued Memorandum Circular No. 2010-101 banning names or initials and/or images or pictures of government officials in billboards and signages of government programs, projects and properties;

**WHEREAS**, said circular mandates that information on government projects should be limited to the name of the project and location, contractor, the date the project started, and its completion date. Further, government projects or properties must only contain the official seal or name of the local government unit;

**WHEREAS**, pursuant to the same memorandum circular, all Local Chief Executives are directed to revisit all government projects and properties, and to ensure that the policy is strictly observed;

**WHEREAS**, Department of the Interior and Local Government (DILG) Legal Opinion No. 71, Series of 2011 provides that all local chief executives are "*directed to revisit all government projects and properties and to ensure that this policy is strictly observed.*" Hence, Local Chief Executives "*are directed to implement DILG MC No. 2010-101 by adopting means they deem appropriate under the circumstances, subject to pertinent laws, rules and regulations.*"

**NOW, THEREFORE, I, SEBASTIAN Z. DUTERTE**, Mayor of the City of Davao, by virtue of the powers vested in me by law, do hereby order the following:

**SECTION 1. CONDUCT OF CITY-WIDE INSPECTION.** The City Engineer's Office, the City Environmental and Natural Resources Office (CENRO), and the Public Safety and Security Office (PSSO) are directed to conduct a city-wide inspection of all existing billboards and signages of government programs, projects, and properties which violate DILG Circular No. 2010-101 "Banning Names or Initials and/or Images or Pictures of Government Officials in Billboards and Signages of Government Programs, Projects and Properties.

Page 1 of 2



**SECTION 2. REMOVAL OF ILLEGAL BILLBOARDS AND SIGNAGES.**

Pursuant to DILG Memorandum Circular No. 2010-101 and Legal Opinion No. 71, Series of 2011, the City Engineer's Office, City Environmental and Natural Resources Office (CENRO), and Public Safety and Security Office (PSSO) are hereby directed to remove all billboards and signages in violation of the aforesaid memorandum circular and other applicable laws.

**SECTION 3. SEPARABILITY CLAUSE.** If any part or provision of this Executive Order shall be declared invalid, the other portions or provisions hereof which are not affected thereby, shall continue in full force and effect.

**SECTION 4. REPEALING CLAUSE.** All other Orders or parts thereof which are inconsistent with the provisions of this Executive Order are hereby repealed or modified accordingly.

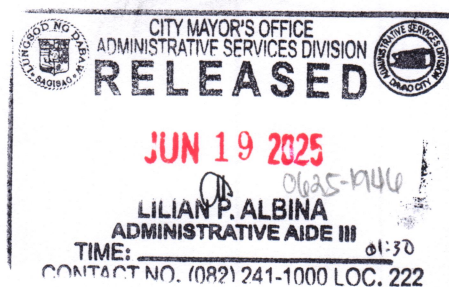
**SECTION 5. EFFECTIVITY.** This Executive Order shall take effect immediately and shall remain effective unless sooner revoked or modified.

Done this JUN 19 2025 in the City of Davao, Philippines.

  
**SEBASTIAN Z. DUTERTE**  
City Mayor

Attested by:

  
**ATTY. FRANCIS MARK H. LAYOG**  
City Administrator



Ref. No. ASD061925-5