



Office of the Mayor

EXECUTIVE ORDER NO. JS2026 - 24

AN ORDER MANDATING THE REORGANIZATION OF THE "LOCAL PRICE COORDINATING COUNCIL (LPCC)" IN THE MUNICIPALITY OF MARILAO, PROVINCE OF BULACAN

WHEREAS, in the interest of public service and in view of the continuous increase in the prices of basic commodities, all Local Chief Executives are strongly encouraged to reactivate their respective Local Price Coordinating Councils (LPCCs) to safeguard consumers and monitor compliance with the provisions of Republic Act No. 7581, otherwise known as the Price Act, and Republic Act No. 71, otherwise known as the Price Tag Law;

WHEREAS, Local Government Units are mandated under the aforementioned laws to protect the rights of consumers through the establishment of an effective system that promotes their welfare;

WHEREAS, there is a need to reorganize the existing "Local Price Coordinating Council (LPCC)" to take into account changes in the composition of some of its members;

NOW, THEREFORE, I, **ATTY. JEMINA M. SY**, Municipal Mayor of Marilao, Province of Bulacan, by virtue of the powers vested in me by law, do hereby order:

SECTION 1. REORGANIZATION OF THE "LOCAL PRICE COORDINATING COUNCIL."

Through this Order, the Local Price Coordinating Council (hereinafter referred to as LPCC) in the Municipal Government of Marilao is hereby reconstituted, composed of the following:

Chairperson :	HON. ATTY. JEMINA M. SY Municipal Mayor
Vice Chairpersons:	HON. ARIEL P. AMADOR Municipal Vice Mayor SB Chairperson, Committee on Finance and Appropriations
	ATTY. KATHYRIN FE D. PIOQUINTO Municipal Administrator
	DR. MARTIN ARMANDO C. CRUZ Municipal Business Permit and Licensing Office
Members:	HON. VANESSA VALDEZ-SEMINIANO Chairperson, SB Committee on Trade, Commerce, and Industry
	CENON M. MAYOR Executive Assistant
	MIRAQUEL B. LEGACION Municipal Treasurer's Office
	JEREMY C. FRANCISCO Municipal Planning and Development Office
	CECILIA S. MARAMBA, MD Municipal Health Office





Office of the Mayor

WILLIAN DARENE A. GESMUNDO
Municipal Agriculture Office

ELAINE D. PAGDANGANAN
Municipal Local Government Operations Officer

LEONILA A. DIONISIO
Marilao Public Market Administration Office

Secretariat : **Municipal Business Permit and Licensing Office (BPLO)**

SECTION 2. DUTIES AND RESPONSIBILITIES.

The LPCC shall perform the following functions and responsibilities:

- Coordinate and implement programs for reasonable local supply within the Municipality of Marilao;
- Provide recommendations to the National Price Coordinating Council or related agencies regarding the Suggested Retail Price (SRP) and/or price ceilings within Marilao;
- Establish mechanisms to better protect consumers from inadequate supply and unreasonable price increases, especially during calamities or other emergency events;
- Impose appropriate penalties for illegal price manipulation and other violations of the Price Act; and
- Undertake other related activities as may be necessary or as directed by the Municipal Mayor.

SECTION 3. FILLING OF VACANCIES.

Any vacancy in the membership of the LPCC shall automatically be filled by the successor or appointee of the Municipal Mayor and shall serve for the current term. The name of the successor shall be *ipso facto* included in Section 1 of this Executive Order.

SECTION 4. SEPARABILITY CLAUSE.

If, for any reason, any part or provision of this Executive Order is declared unconstitutional, the other parts or provisions not affected shall remain in full force and effect.

SECTION 5. REPEALING AND AMENDATORY CLAUSE.

All other orders, policies, rules, regulations, or parts thereof inconsistent with this Executive Order are hereby repealed or amended accordingly.

SECTION 6. EFFECTIVITY CLAUSE.

This Executive Order shall take effect immediately.

DONE AND EXECUTED this 27th day of **January 2026** in the Municipality of Marilao, Province of Bulacan.

ATTY. JEMINA M. SY
Municipal Mayor

