



REPUBLIKA NG PILIPINAS  
TANGGAPAN NG PANGULO

Pangasiwaan Sa Pagpapaunlad Ng Kalakhang Maynila  
(Metropolitan Manila Development Authority)



MEMORANDUM CIRCULAR NO. 16  
Series of 2016

**TO :** ALL SHOPPING MALL OPERATORS

**SUBJECT :** IMPLEMENTATION OF TRAFFIC MANAGEMENT MEASURES TO EASE TRAFFIC CONGESTION DURING THE CHRISTMAS SEASON

**DATE :** October 27, 2016

1. Under Republic Act No. 7924 and its implementing Rules and Regulations, the MMDA is mandated to provide metro-wide services within Metro Manila such as transport and traffic management which includes the formulation, coordination, implementation, and monitoring of policies, standards, programs, and projects that will rationalize the existing transport operation, infrastructure requirements, the use of thoroughfares, and the promotion of safe and convenient movement of persons and goods; provision for the mass transport system and the institution of a system to regulate road users; administration and implementation of all traffic enforcement operations, traffic engineering services and traffic education programs.
2. There is a necessity to implement effective and sustainable measures to effectively address the expected traffic problems during the Christmas season for the convenience of the public.
3. In order to ensure the effective implementation of the traffic management measures during the Christmas season, the following shall be observed:
  - a. The shopping mall operators shall submit their respective traffic management plan to the MMDA for their respective mall sales and promotional events two (2) weeks before the scheduled date of such events.
  - b. The shopping mall operators shall conduct deliveries only during night time from 11PM up to 5AM the next day.
  - c. Deliveries of perishable goods such as food and ice are exempted from night time only delivery.
  - d. The shopping mall operators shall not conduct mall-wide "Sale" during weekdays starting November 1, 2016. The conduct of "Sale" in certain department stores/store outlets inside the mall may be allowed, but it must be without announcement, advertisement or tarpaulin.
  - e. The shopping malls shall adjust their operating hours from 11:00 a.m. to 11:00 p.m. starting November 1, 2016.
4. This Memorandum Circular shall be effective from November 1, 2016 to January 9, 2017

For your information and guidance,

**USEC. THOMAS M. ORBOS**  
Officer-in-Charge and  
General Manager

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