



# AMBITIOUS CITY PROMISES

## CiBiX Ideator Insights Report: Pasig City

City-Business Collaboration for Low Emission Mobility

5 December 2018 - Pasig City Philippines



**Through Ambitious City Promises (ACP), Pasig city has committed to developing a low emission development strategy (LEDS) based on robust stakeholder engagement from citizens and the private sector. For its LEDS, Pasig has highlighted transport as a high-priority sector and is already a focal point of the city's sustainability initiatives.**

In December 2018, Pasig's newly established City Transport Development and Management Office (CTDMO) and active stakeholders from the business community came together for an early-engagement CiBiX Ideator workshop to co-identify what is needed to go the extra mile on low emission development within the transport sector. Private sector participants included real-estate actors, ICT companies, e-mobility and data startups, and shared mobility solution providers. Their varied perspectives and experiences brought a wealth of ideas and insights to the workshop discussion and helped to underline key actions that Pasig can integrate into its city promise.

Key learnings and next steps from the CiBiX workshop are presented below. For further information please contact: ICLEI – Local Governments for sustainability at [city-business@iclei.org](mailto:city-business@iclei.org).

## REALITY CHECK

Pasig's mobility system is under pressure. The city with a land area of only 34.31 km<sup>2</sup>, has a population of almost 800 000 residents. This number swells to two million every day with commuters traveling into the city to work. In addition, Pasig is highly urbanized and is considered a gateway city to other municipalities in Metro Manila. As such, several important cross-city transport routes cut through Pasig. Due to widespread private vehicle use, Pasig also suffers from high levels of congestion and transport-related greenhouse gas (GHG) emissions, which contribute to poor air quality. In 2010, 60% of the city's air pollution and 31% of its GHG emissions were attributed to transport emissions.

To tackle these challenges, the CTDMO has prioritized on making sustainable and low carbon and active mobility alternatives more attractive to residents and visitors. The city's umbrella program Bayanihan sa Daan, has several initiatives that promote road sharing strategies for safe, low emission and inclusive mobility modes.

**Pasig free community shuttle service** – The service aims to reduce traffic volumes by 40% by offering intra-city commuters five routes within the Central Business District (CBD). The service currently has 135,538 regular passengers and plans to expand with a City Hall-Public Market route in 2019.

**Electric Tricycle Replacement Program** – Pasig city government offers financial assistance to tricycle drivers to enable them to purchase e-trike units as part of their goal to phase out the operations of two-stroke tricycles.

**Pedestrianization and walkability** – The city has invested in a network of pedestrian and elevated walkways. The city also ensures that infrastructure projects encompass plans for road safety and pedestrian needs.

**Installation of cycling infrastructure** – To promote cycling culture in Pasig, the city has expanded its bike lane network to 15 km. In addition, 660 bicycle parking stations have been created in partnership with businesses who host these facilities. A new local ordinance now requires buildings to install or allocate bike racks for its employees and/or customers.

**Carless Weekends** – An initiative that temporarily limits car-use and promotes active mobility has been successfully implemented and sustained in five major roads. Additionally, air quality has improved by 72% in the carless areas. Pasig city government is currently working to expand this initiative to other local barangays.

# BARRIERS AND OPPORTUNITIES

## Accelerating the e-mobility transition

Several of the businesses that attended the CiBiX workshop specialized in electric vehicles and were interested to hear Pasig's plans for the transition towards electric mobility. Most felt that the e-mobility market in Pasig is still underdeveloped as the city still lacks sufficient EV infrastructure, particularly charging stations. Further challenges facing e-mobility companies include the relative higher costs of electric vehicles compared to gas-powered vehicles and insufficient government support for promoting EV alternatives. At present Pasig has an ordinance that plans for a 100% phase out of traditional two-stroke tricycles in favor of e-trikes. Further EV initiatives in Pasig include an e-tricycle replacement program and an e-vehicle pilot with Clean Air Asia.

## Non-mobility solutions to reduce congestion pressure

A proposition made during the workshop is that a transport-focused solution is not always needed to solve a mobility challenge. One participant put forward the idea that increased LGU support and encouragement for telecommuting practices for local businesses could give people who work in Pasig the opportunity to work from home occasionally. This would have positive effects for reducing commuter traffic during peak times of the day as well as related air pollution. Additional benefits that come from having a more flexible work environment would also improve the wellbeing of citizens.

## City-Business partnerships that support LGU collaboration

The scaling of Pasig's transport initiatives and programs to adjacent cities is particularly difficult due to the independence of each LGU (local government unit). Many businesses expressed that inter-city collaboration on sustainable transport policies and ordinances could help to ease the administrative and regulatory barriers of operating in several municipalities within the Metro Manila region. Often Pasig would like to expand mobility services to transport nodes in neighboring cities to make them more practical and user-friendly but this has proven difficult to achieve as it needs support from other LGUs and even higher-level government coordination.

However, Pasig was recently able to overcome city boundary challenges linked to their bike sharing scheme by partnering with Robinsons Galleria - a popular shopping mall destination for Pasig residents. The successful city-business partnership residents are now able to travel and park bikes at the mall despite the fact that it is technically located within Quezon City and not Pasig. Anton Siy, the Head of Pasig City Transport Development and Management Office, also believes private companies have the capacity to act as a bridge between Pasig and other LGUs. If Pasig city and businesses can bring their voices together for cross-LGU initiatives they would have a greater chance for success at convincing other LGUs to participate in and support sustainable mobility schemes. Increased collaboration may also build stronger institutional support from higher levels of government such as the Metro Manila Development Authority.

## Opening data to unlock new opportunities

Mobility planning and behavior can be improved with better access to information. Leveraging transport data including real-time public transport routes and schedules, A to B passenger demand, congestion levels, air quality and more could provide several important benefits. Firstly it would be able to give the city more information on where mobility investment could have the biggest benefit on reducing emissions, congestion and air pollution. Sharing data and also empowering citizens with real-time mobility information could also help them to make more sustainable transport choices for example taking a bicycle from a nearby station to travel quickly to their next location rather than taking their personal car during a peak traffic period. Mobility data and data sharing is still relatively new within the context of Metro Manila – but continued collaboration on this front could lead to innovative new solutions and services and a stronger evidence-based resources for policy makers.

**However, additional challenges still require further knowledge exchange and solution exploration.**

## Remaining Challenges

### Freight still presents a big mobility-related challenge

Increased freight traffic is a growing concern for Pasig due to periodic bans of heavy trucks in Epifanio de los Santos Avenue (EDSA), a circumferential highway and is the main thoroughfare in Metro Manila traversing 6 local governments from north to south. When this happens, freight vehicles are rerouted through Pasig's secondary roads creating road safety and maintenance issues. Pasig has limited authority to tackle these issues as the majority of main roads used by heavy vehicles in Pasig are under the authority of the Department of Transportation (DOTr) and the Department of Public Works and Highways (DPWH) of the national government. Pasig is interested in finding new solutions together with businesses on how to mitigate the negative impacts linked to high freight including, congestion as well as noise and air pollution which negatively impacts residents.

### Openness of local governments towards new technologies

Business participants also remarked that LGUs in Metro Manila are still risk averse when it comes to testing and integrating new technologies. Furthermore many companies who partner regularly with LGUs like Pasig often work only with technical staff from a single department. They expressed that they would see benefit in working with cities at a higher strategic level as well as see more cross-departmental collaboration on sustainability and technology projects linked to operations and service delivery at the local level.



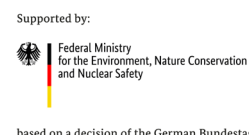
# MOVING LOW EMISSION MOBILITY FORWARD

Over the course of 2019 Pasig will be focused on increasing their commitments and setting more ambitious targets regarding low emission development. The commitments of the city government, the private sector and citizens to low emission development will be integrated into Pasig's City Promise with the support of the ACP project. Continued private sector support and contributions to this initiative will be vital to ensure that Pasig's low emission mobility strategies are ambitious but also achievable. Both the city and business participants agreed that further and more intensified early-engagement discussions would be beneficial. Beyond participation in future workshops– companies are invited to share their own thoughts, commitments and actions on the ACP citizen engagement platform.

Pasig also welcomes private sector participation in the city's regular public consultations. Information on the upcoming consultations will be shared with CiBiX participants once details are announced.

[For more information on Ambitious City Promises](#)

[For more information on the City of Pasig's Transport Authority](#)



## About the CiBiX Ideator for Ambitious City Promises

CiBiX (City Business Accelerator), ICLEI's service model for City-Business Collaboration, will connect ACP cities to state-of-the-art technology and to overarching smart city concepts to support the development of City's Low Emissions Development Plan (or "City Promise"). The CiBiX Ideator workshop will assist the cities in identifying innovative solutions to their pressing problems and urban infrastructure needs to strengthen their long-term climate goals. Additionally, this exchange will enhance the participation of business sectors, one of the major target groups of the Ambitious City promises project, as part of stakeholder interaction in the development and implementation of the City Promise.

## About ICLEI - Local Governments for Sustainability

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