



Republic of the Philippines
City of Cebu

OFFICE OF THE CITY ADMINISTRATOR

Executive Building, Cebu City Hall, M.C. Briones St., Cebu City

BRIEF: Request for Proposals for Smart City Project Formulation Study in the ASEAN Region.

Under the tough current situation caused by COVID-19, for the purpose of supporting sustainable urban development in the partner states, especially with the advanced goal of realizing so-called "Smart Cities" in ASEAN countries, the Government of Japan decided to launch new comprehensive initiative, which is named "Smart City supported by Japan ASEAN Mutual Partnership", or "Smart JAMP".

Three Philippines cities were offered for the study grants namely; (1) Manila, (2) Cebu City, and lastly (3) Davao City. The Studies will cover the fields related to the SMART City Concept within the ASCN member cities and items based on the ASEAN-Japan cooperation. Applicants are given options on what field or level of studies they preferred.

- Master Plan Study
- Pre/Feasibility Study
- Capability Building Program
- Experimental Implementation

CEBU CITY PROPOSAL

Cebu City Government (CCG) would like to build a municipal-owned traffic application that is accessible to residents and visitors of the city. Using the app they will be able to determine the public transportation service levels and stops.

To make this a reality, CCG is applying for study grant funding through the SMART JAMP Program of the Japanese Ministry of Land, Infrastructure, and Transportation of the Government of Japan to conduct an analysis around the current traffic demand of the city. The partners will develop insights by using the camera data collected by Cebu City's Digital Traffic System currently installed in 18 city intersections.

We hope that the big data approach, alongside Japanese expertise, could help in the shaping of a native transportation application managed by our MICS Department. The data could also support the work of CPDO in the city's traffic management plan, the updating of the Local Public Transportation Route Plan (LPTRP) and the critical plans such as the Comprehensive Land Use Plan (CLUP). Furthermore expansion of our Cebu City Transportation Office(CCTO) enforcement capability.

Approach : Feasibility Study -> Pilot or Capacity Building Session(s)

Partners:

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Cebu City Government (Proponent)

Ministry of Land, Infrastructure, and Transportation (MLIT) of the Japanese Government (Grantor)

- Smart City supported by Japan ASEAN Mutual Partnership -
Smart JAMP

APPLICATION FORM for Smart City Project Formulation Study

1. Project digest

- (1) Project Title: Cebu City Mobility App Data Gathering and Analysis
- (2) Name of the City: Cebu City
- (3) Category of the study: C,D,E

*Choose one (or more, if item D and/or E included) from below

A) Masterplan (M/P) study

To formulate a masterplan for an entire smart city or a partial area of the target city, including the direction, comprehensive plan, and individual projects.

B) Pre-feasibility study

To determine priority among several alternatives on a particular field or part of an entire smart city project.

C) Feasibility study

To examine the feasibility or concrete details of an individual project composing the smart city project.

D) Capacity building program

To build the capacity of the stakeholders including government officials or municipal staff through training programs or seminars (may be done online).

E) Experimental implementation

To confirm applicability of a particular solution or technology for the smart city project in cooperation with Japanese solution provider(s).

(4) Justification of the Project

Cebu City's smart city plan has three levels. First, focuses on building the citywide infrastructure for smart technology. The second on applying these new tools to solve the problems our administration is prioritizing. Finally, we are looking at smart solutions to intervene in places where technology has yet to infiltrate in, for example our mountain barangays.

This research grant will allow the city to study one of its most pressing issues and it's the **mobility of its residents**. Cebu City's long term goal is to build a municipal-



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