

Establishing a New City Transport System for Cebu

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“Singapore-like Cebu City”?

An ambitious vision to
renew Cebu’s urban
landscape



PHP51 billion
(SGD1.2 billion)

2023 Cebu city government
budget, up from PHP9 billion
(SGD220 million)

Emphasis on beautification,
infrastructure



Support from Singapore
ambassador to PH



Singapore’s true
success lies in
good policies and
systems



Cebu's Transport Crisis

Traffic crisis

declared by Cebu provincial board in 2019



PHP1.1 billion
(SGD23.6 million)

in lost productivity daily due to Cebu traffic, according to JICA

3.5 million commuters in Cebu City competing for **846 PUVs**

>300 drivers

stopped driving due to rising fuel prices, causing a jeepney shortage in 2022



bus



jeepney

Issues facing Cebu transport

Public transport is inaccessible to commuters



Backlash from public transport operators and drivers



Lack of trust in government's ability to get things done



The Philippine PUV franchising model

CURRENT MODEL



Public utility vehicles (PUVs) are owned by PUV operators



Government grants franchises/licenses but does not regulate reliability



Drivers' salaries depend on how many passengers they pick up, less incentive to serve unprofitable routes



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In Metro Cebu, public transport shortage looms with jeepney phaseout



Jeepney drivers have no income

Philippine jeepney drivers fear for their livelihood

Issues facing Cebu transport

**New transport options
inaccessible to
commuters**



**Backlash from public
transport operators
and drivers**



**Lack of trust in
government's ability to
get things done**



Singapore transport case

Accessible and affordable transport



Strong stakeholder relations



Effective incentives-based policies to promote public transport



The Philippine PUV franchising model

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Singapore's Service Contracting Model

SINGAPORE'S SERVICE CONTRACTING MODEL



Buses purchased by government and given consistent SG BUS identity



Government sets routes and fares and builds infrastructure

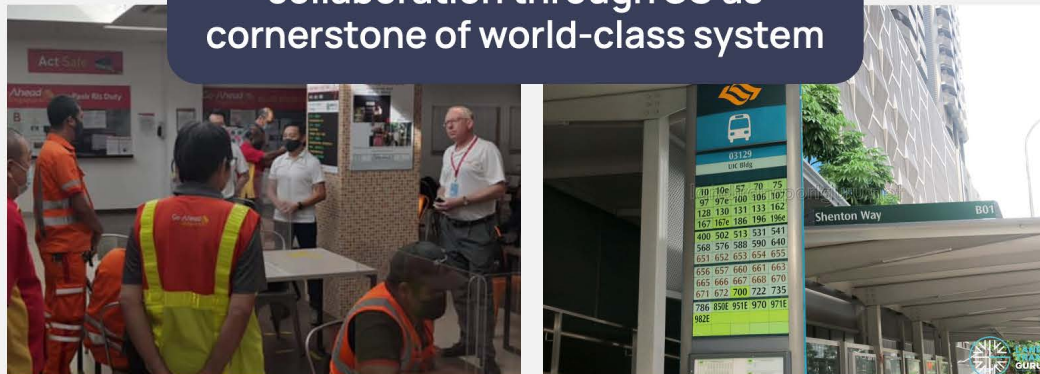


Operators bid for contracts, paid based on performance, incentivising reliable service

Singapore's Service Contracting (SC) Model



Strong government-stakeholder collaboration through SC as cornerstone of world-class system



SINGAPORE'S SERVICE CONTRACTING MODEL



Buses were previously owned by operators, but were progressively purchased by government and given cohesive "SG BUS" identity



Government sets routes and fares and builds infrastructure, and allows operators to bid for the rights to operate on routes



Operators and drivers are paid based on performance, incentivising service on all routes; drivers guaranteed salaries and training

Service Contracting is possible in the Philippines

LTFRB to grant fare discounts via Service Contracting Program



‘Libreng Sakay’ program seen as unsustainable

By: Dempsey Reyes - Reporter / @dempseyreyesINQ Philippine Daily Inquirer / 05:15 AM July 13, 2022

‘Libreng Sakay’ back soon with fresh funds; but for how long?

By: Ronnel W. Domingo, Tyrone Jasper C. Piad - @inquirerdotnet Philippine Daily Inquirer / 05:32 AM January 13, 2023

Service Contracting is possible in the Philippines

Cebu can show us how to do it better



LTFRB to grant fare discounts via Service Contracting Program



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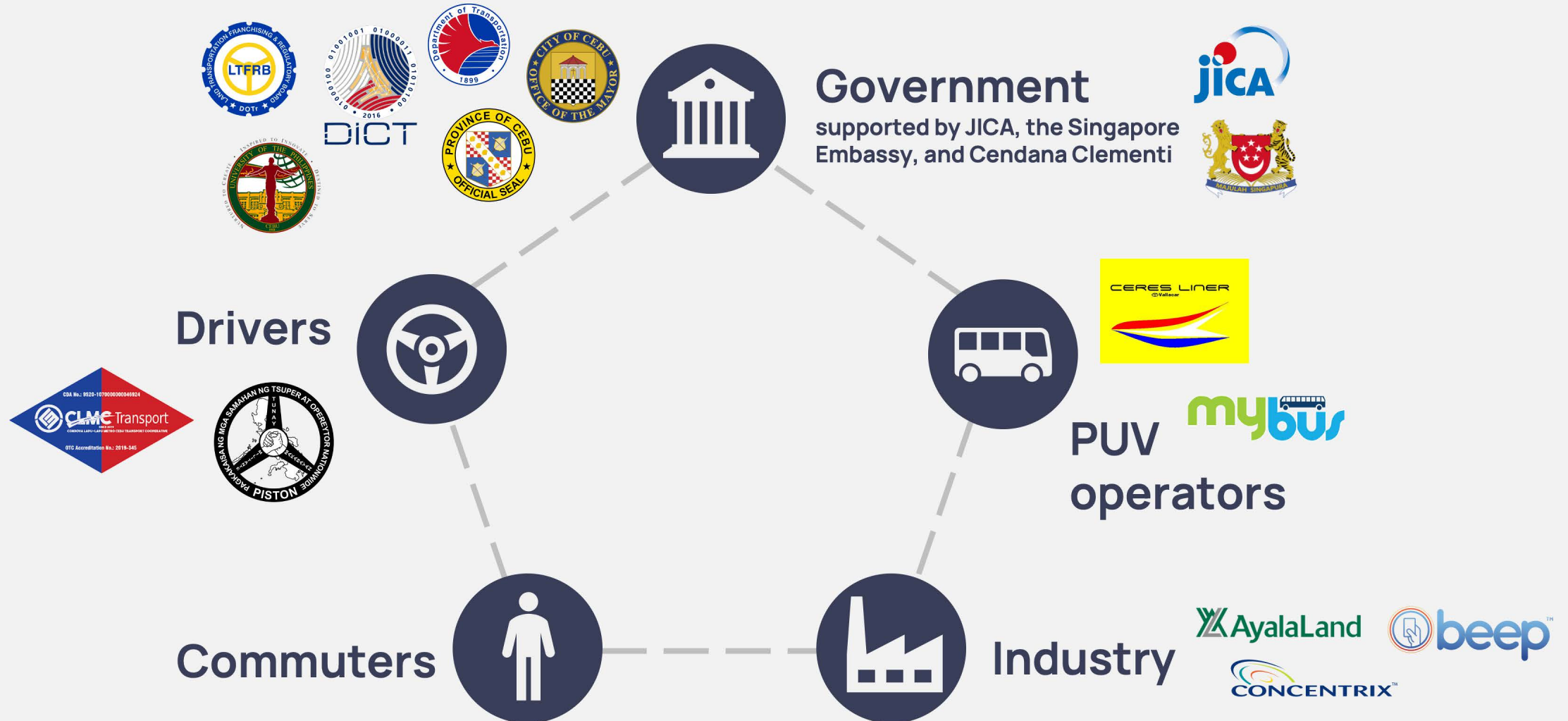
‘Libreng Sakay’ back soon with fresh funds; but for how long?
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Our vision

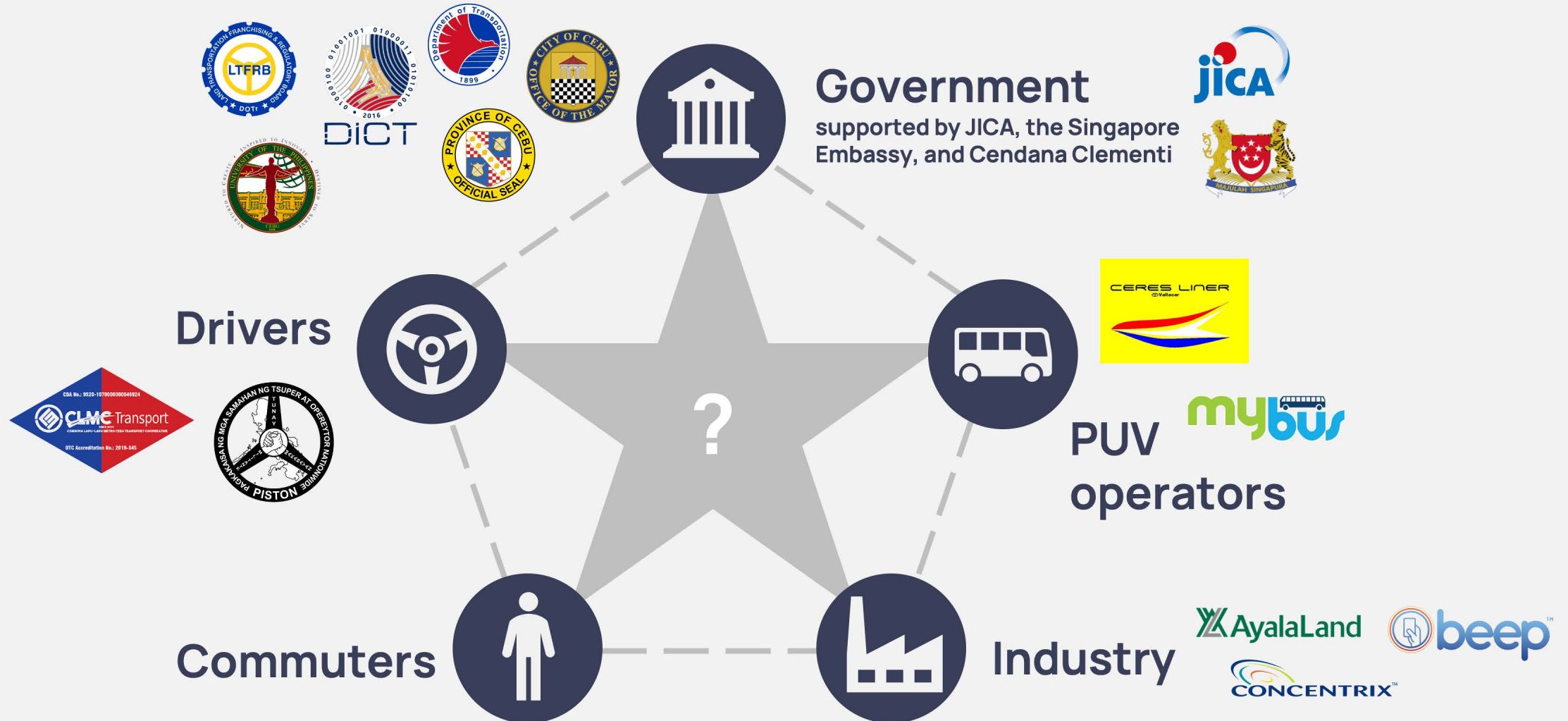
a citywide integrated transport network, with **service contracting** at the core, that Cebuanos can be proud of



Stakeholders in Cebu transport



Stakeholders in Cebu transport

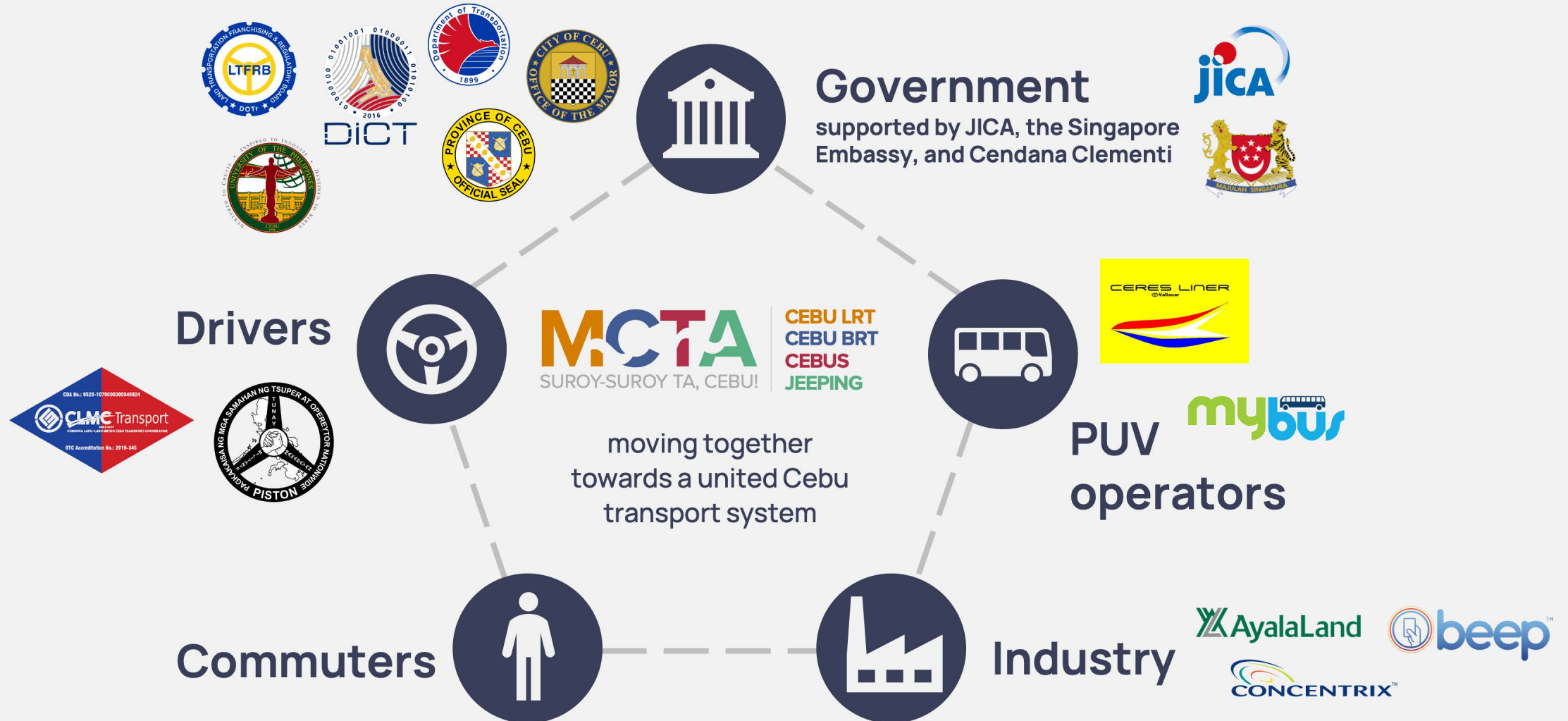


Introducing the Metro Cebu Transport Authority



CEBU LRT
CEBU BRT
CEBUS
JEEPING

Stakeholders in Cebu transport



Interventions

Formalising and consolidating the PUV network



20/10/25

Creating a new system based on service contracting



New City Transport System for Cebu

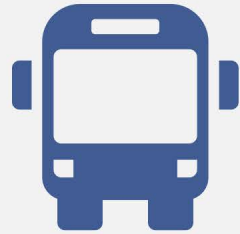
Creating a cohesive vision for Cebu's transit through branding & communications



19

Formalising and consolidating the PUV network

Discrete tiers of public land transport



CEBU BRT
SUROY-SUROY TA, CEBU!



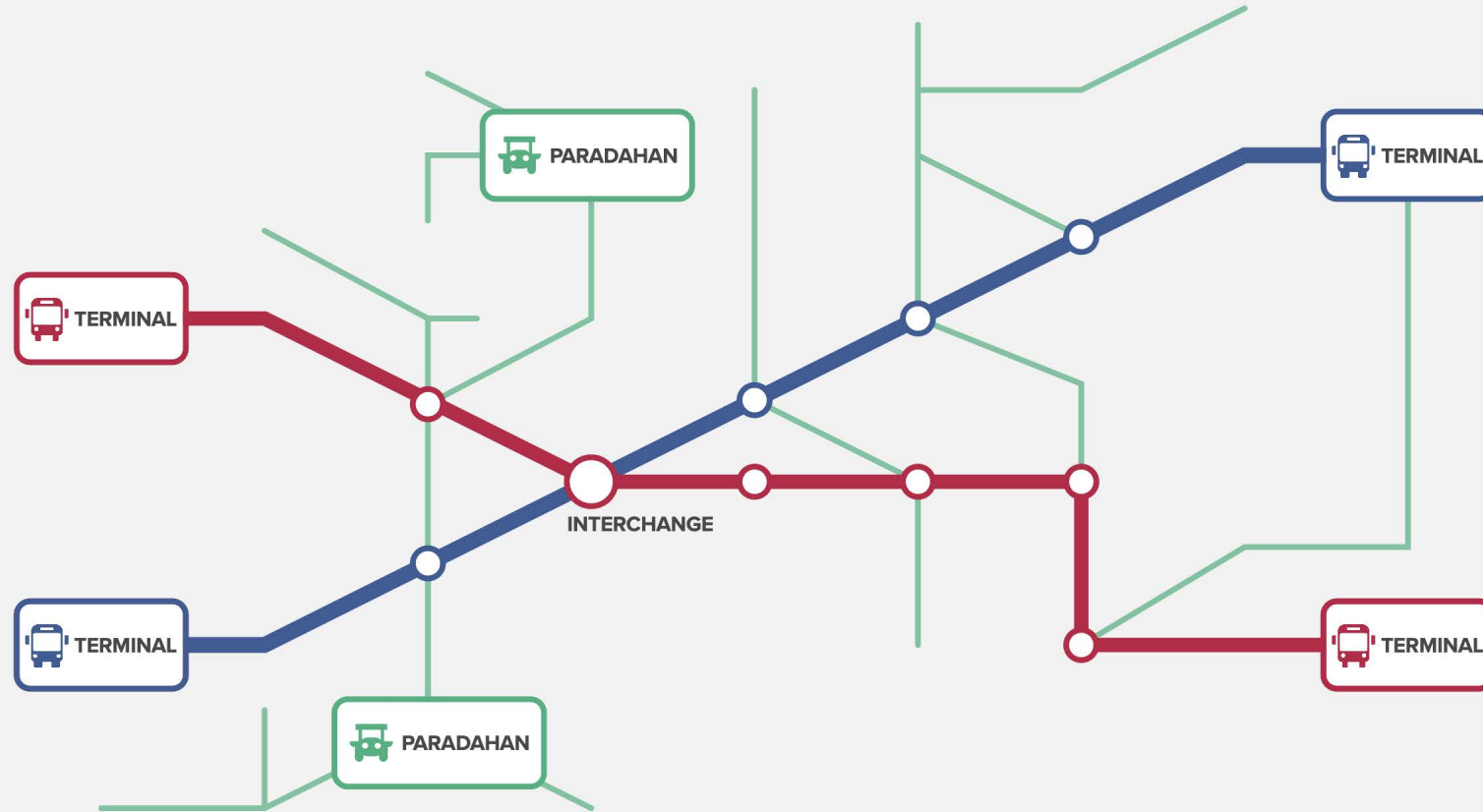
CEBUS
SUROY-SUROY TA, CEBU!



JEEPING
SUROY-SUROY TA, CEBU!

Formalising and consolidating the PUV network

Route rationalization



not a real route map

Usage of high-capacity,
low-emissions buses on
trunk routes



INTERCHANGE



20/10/25

New City Transport System for Cebu

PARADAHAN

TERMINAL

TERMINAL



Intentional interchange planning (e.g. at major malls, suburban centres) and integration with BRT system



CEBU BRT
SUROY-SUROY TA, CEBU!

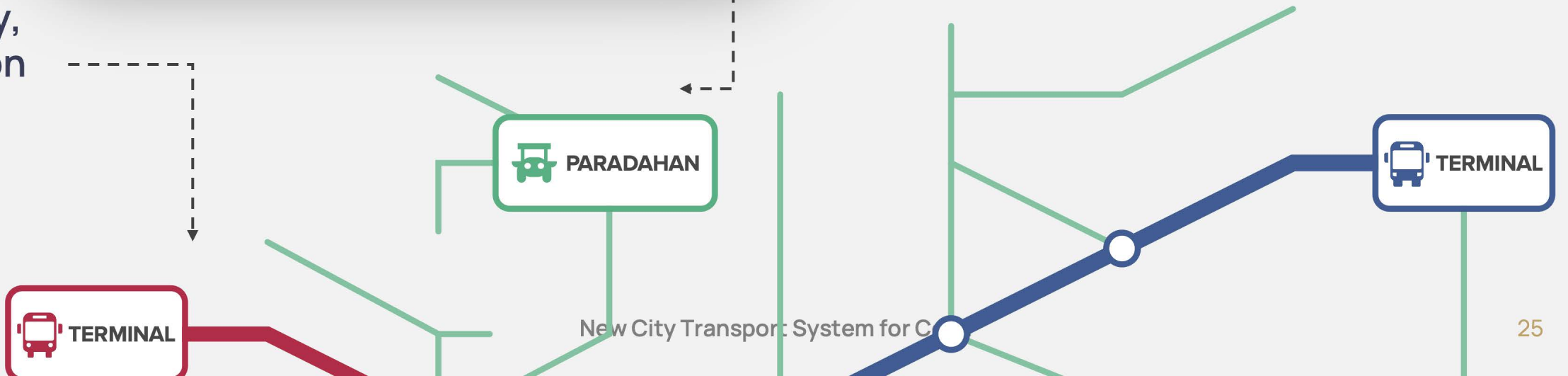


Usage of jeepneys and minibuses in feeder routes that connect communities to trunk routes, preserving existing jeep infrastructure



capacity,
houses on

US
TA, CEBU!



New City Transport System for C

Creating a new system based on service contracting

Adapted service contracting model

CURRENT MODEL



Public utility vehicles (PUVs) are owned by PUV operators



Government grants franchises/licenses but does not regulate reliability



Drivers' salaries depend on how many passengers they pick up, less incentive to serve unprofitable routes

CEBU SERVICE CONTRACTING MODEL



CEBUS assets entirely government-owned
JEEPING more flexible model



Government sets routes and fares and builds infrastructure, retains all fare revenue



Operators and drivers are paid based on performance, incentivising service on all routes; drivers guaranteed salaries

Creating a cohesive vision for Cebu's transit through branding & communications

Public outreach

Coherent branding and information design helped bus systems in other ASEAN countries gain public confidence



Opportunity to take advantage of centralization of transport planning in government to create cohesive identity



Creating a cohesive vision for Cebu's transit
through branding & communications

Public outreach



Suroy-Suroy Ta!

campaign to encourage people from across demographic groups to use public transport for work and leisure

Integrated communications

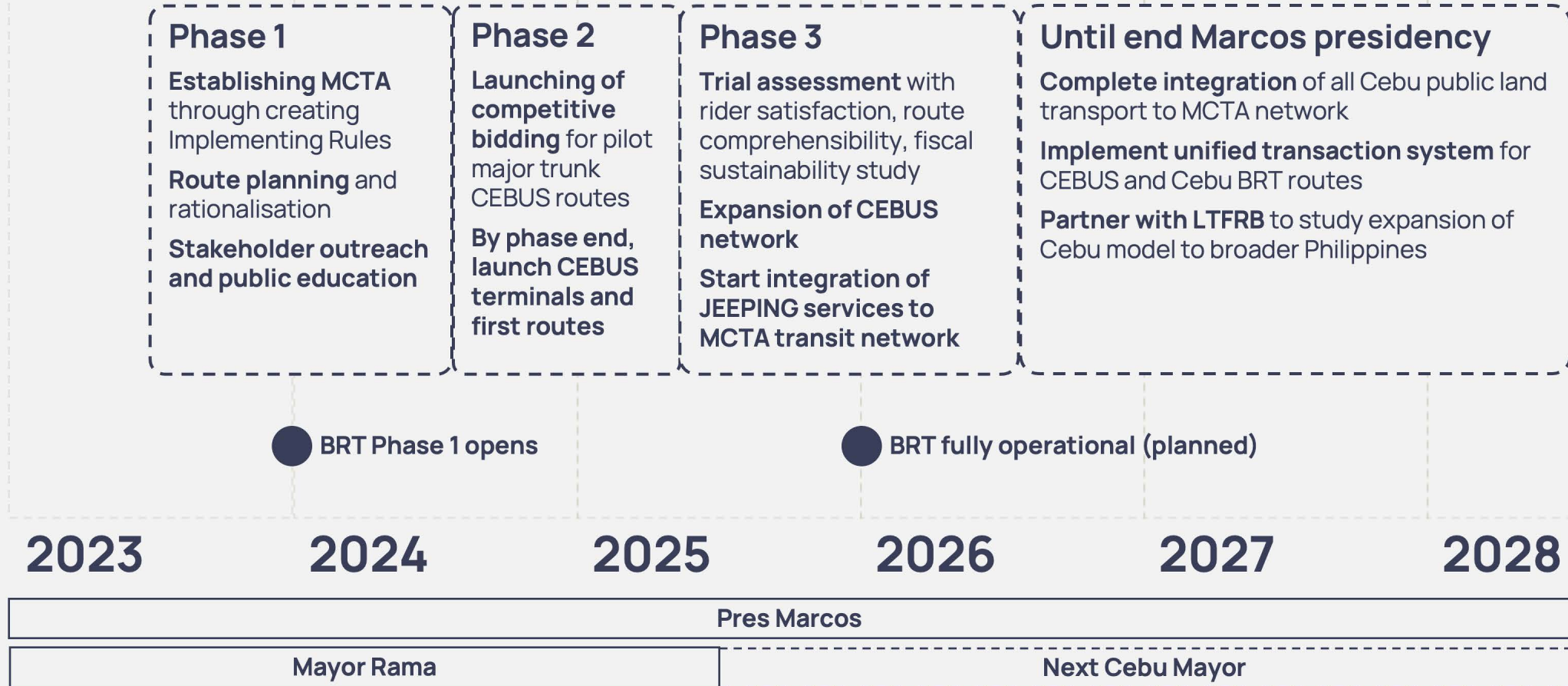
consistent bus design, stop design, branding, signage etc. to promote cohesive experience

Open data infrastructure

use performance data for public good, in collaboration with UP



Timeline



A New Centralised City Transport System for Cebu

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