Understanding the Challenges in Metro Cebu:
The Metro Cebu Development and Coordinating Board Experience
March 13, 2017
CEBU, PHILIPPINES

- Founded in August 6, 1569
- Island in Central Visayas
- 9 Cities & 45 Municipalities
- Capital: City of Cebu
- 365 miles south of Manila

QUALITY OF LIFE FOR ALL
"Cities have difficulties in abundance, because they have people in abundance."

Jane Jacobs, Urban Activist
The future of our civilization will be decided in the cities. WGBU, The Urban Planet.
But, not all cities are created equal
The Urban Maturity Curve: Where are you?

Knowing where you are now... provides a better understanding of the pathway for tomorrow’s growth

Most of Asia

Survival
Minimal infrastructure to meet human needs
Dhaka, Port Moresby, Lagos, Port au Prince

Basic
Infrastructure, utilities to meet basic needs
Nairobi, Jakarta, Mumbai, Rio de Janeiro

Advanced
Geared towards growth and competitiveness
Madrid, Beijing, KL, Berlin

Quality of Life
Focused on advanced human needs, quality of life & sustainability
London, New York, Singapore, Toronto

Proactive:
Advance planning, a more attractive city to live, work and do business

becomes more efficient & competitive

Water
Market Stalls
Basic Buildings

Transport
Water
Power
Schools
Waste Management
Hospitals
These are the attributes of cities that matter... which ones matter to you?

**Accessibility & mobility**
- Urban planning
- Accessibility
- Transportation

**Economic**
- Economic development
- Innovation
- Investment climate
- Ease of doing business

**Infrastructure**
- Power/Energy Usage
- Water Management
- Waste Management
- Smart Buildings
- Critical Infrastructure Resilience

**Cultural & leisure**
- Tourism
- Leisure venues management
- Cultural venues management

**Environmental**
- Environmental resource management
- Green areas and ecological preservation

**Social**
- Health & wellbeing
- Safety & security
- Social integration & cohesion

**Institutional**
- E-government Services
- City Service Center

**Knowledge & intellectual**
- Education
- Intellectual and human development
Escondrillas Plan 1873
Cebu City, Philippines
1993-2014

- Urban Extent in 1993
- Expansion, 1993 - 2000
- Expansion, 2000 - 2014
- Arterial Roads

Atlas of Urban Expansion (Angel, S. 2016; UN Habitat)
The cities grew and continued to multiply, developing into the most successful form of living in the world. By 1950 almost one-third of all humans lived in cities; today the figure is over one-half. This phenomenon has resulted in the formation of three different urban settlement patterns:

- **Mature**: Historically grown city-district pattern with a solid building stock and established infrastructure. Driving force: time.
- ** Newly planned**: Publicly or privately planned settlement usually characterized by rapid expansion. Driving force: power.
- **Informal**: Settlement pattern characterized by poverty, usually having poor housing standards and inhumane living conditions. Driving force: hardship.

A mix of all three can be found in most cities.

The Urban Planet, 2016 (WBGU: German Advisory Council of Global Change)
We'll soon have a huge problem! Cities need so many resources and emit so much greenhouse gas that the natural life-support systems are in jeopardy. This means that we'll soon overrun our planetary guard rails!

The notion of a city in which living and working are kept separate, which is chiefly characterized by suburbs with single-family homes and an inner city dominated by individually driven motor vehicles, is an outdated model. Even the bundling of a country's economic clout in only one centre is no longer a functioning concept.

Half between 2008 and 2010 in only three years! China alone built with more cement than did the US in the entire 20th century!

I wouldn't be quite so smug, considering we'll have to double our urban infrastructure again within the next 30 years!

Global urban population

2050: 7/3
2015: 1/2

And most of the growth will occur in Asia and Africa.

By 2050 between 4.5 and 7 billion people will be living just in the cities, which is at least 2 billion more than today!!!

The Urban Planet, 2016 (WBGU: German Advisory Council of Global Change)
IMPORTANT ISSUES

- Increasing Volume of WASTE & POLLUTION
- Increasing intensity and frequency of FLOODING
- Increasing TRAFFIC CONGESTION
- Increasing WATER DEMAND but limited SUPPLY
- Weak & Limited COLLABORATION
## Culture and Social Health:
17th of 28

## Connectivity:
27th of 28

## Health and Welfare:
26th of 28

## Environmental Sustainability:
23rd of 28

## Economics:
23rd of 28

### Building better cities
6 Cs of Smart Cities & City Regions

CONNECTED

COMPACT

COMPLETE

CONVIVIAL

COMPLEX

CONSERVING

SMART CITIES & CITY-REGIONS
compact, pedestrian-friendly, mixed-use communities
PRIMUS INTER PARES (FIRST AMONG EQUALS)

MEGA CEBU

Our shared IDENTITY
Our common GROUND
Our collective FUTURE
MCDCB  Metro Cebu Development and Coordinating Board

What gets planned, gets done.
Peter Drucker

20% of Total Area
67% of Population
10 Areas of Cooperation

1) Integrated development, urban and land use planning and zoning
2) Transport and traffic management
3) Pollution control and solid waste disposal & management
4) Flood control, drainage and sewerage system
5) Public safety and security
6) Road improvement and infrastructure development
7) Urban renewal and shelter
8) Coastal resources and watershed management
9) Climate change adaptation and disaster risk reduction
10) Health & sanitation and environmental management
Our Future: Mega Cebu

A vibrant, equitable, sustainable and competitive environment that embraces Cebu's creativity and its cultural, historical and natural resources, with strong citizen participation and responsive governance.
Success is no accident. It is a planned journey to a destination of choice.

Roberto E. Aboitiz
Roadmap Study for Sustainable Urban Development of Metro Cebu

4 STRATEGIES

- Competitiveness
- Mobility
- Livability
- Metropolitan Management

7 SUB-ROADMAPS

1. Metropolitan Competitiveness Enhancement
2. Urban Structure and Land Use
3. Urban Transport and Highway Network
4. Water Supply and Disposal Management
5. Solid Waste Management
6. Smart SRP Development
7. Metropolitan Administration

An Overall Roadmap integrating 7 sub-roadmaps
Metro Cebu Roadmap Projects

- **Anchor Programs**: key programs to be implemented by MCDCB, LGUs, and respective National Government Agencies during the roadmap period until 2050.

<table>
<thead>
<tr>
<th>NAME</th>
<th>STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong> Investment Promotion by MCIB through Mega Cebu Branding</td>
<td>Tourism branding: “Where the heart sings” launched (2015); brand video contest (2016) (Mega Cebu &amp; CCCI); Partnership with Cebu province in brand cascade discussed.</td>
</tr>
<tr>
<td><strong>2</strong> Urban Greening</td>
<td>Green loop (NEDA/RLUC &amp; USC SAFAD)</td>
</tr>
<tr>
<td><strong>3</strong> Operationalization of the Mega Cebu Spatial Plan</td>
<td>Resolutions being obtained from LGUs; Focus area under the OECD policy study; Suitability mapping completed with GIZ support. Next steps re suitability mapping discussed with GIZ.</td>
</tr>
<tr>
<td><strong>4</strong> Mass Transit Network Development (BRT/LRT/MRT)</td>
<td>JICA and MCDCB / JICA and DoTr signed the MoM and Rd re this Project. Scope to include MPS, pre FS, and pilot projects. Separate discussion and facility for FS.</td>
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<tr>
<td><strong>5</strong> Mactan Link Development</td>
<td>To be included in Project Item 4</td>
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<tr>
<td><strong>6</strong> Urban Fringe Highway Network Development</td>
<td>To be Included in Item 4. Also FS for Circumferential Road by DPWH completed.</td>
</tr>
<tr>
<td><strong>7</strong> Integrated Road Traffic Management</td>
<td>To be included in Project Item 4</td>
</tr>
<tr>
<td><strong>8</strong> Gateway Development (Airport and Seaport)</td>
<td>Seaport FS (Facilitated by DoTr / CPA)</td>
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<tr>
<td><strong>9</strong> Surface Water Resource Development</td>
<td>MCWD resolution (lead role); TOR to be formulated. Initial discussions with WB</td>
</tr>
<tr>
<td><strong>10</strong> Urban Septage/Sewerage Service</td>
<td>For GOJ funding (est. 1B Php); Endorsed to EOJ by NEDA PIS; MoM signed between JICA and MCWD; Preparatory Survey first half of 2017</td>
</tr>
<tr>
<td><strong>11</strong> Comprehensive Flood Control</td>
<td>Study in finalization stage and to be completed first quarter 2017. Funding for priority rivers (731M PhP) included in GAA 2016</td>
</tr>
<tr>
<td><strong>12</strong> Metropolitan Solid Waste Management</td>
<td>TOR to be formulated. Initial discussions with DENR and also with WB for assistance.</td>
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<tr>
<td><strong>13</strong> Advance Energy Management System</td>
<td>To be referred to the Cebu City Government</td>
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<tr>
<td><strong>14</strong> Institutional Building of Metropolitan Governance</td>
<td>Bill authored by Cong Del Mar re MCDA filed November 2015; Bill refiled last July 2016. Possible partnership with WB explored.</td>
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<tr>
<td>Project Titles</td>
<td>Type</td>
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<tr>
<td>-------------------------------------------------------------------------------</td>
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<tr>
<td><strong>1</strong> Master Plan Study and FS on Mass Transit Network Development (BRT/LRT/MRT) for Metro Cebu</td>
<td>Study</td>
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<tr>
<td><strong>2</strong> Update of the Integrated Development Master Plan of Cebu Province</td>
<td>Study</td>
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<tr>
<td><strong>3</strong> Construction of the Mactan North Dual-Mode Bridge</td>
<td>Project</td>
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<td><strong>4</strong> Construction of Mananga II Dam</td>
<td>Project</td>
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<td><strong>5</strong> Construction and Networking of Septage Treatment Plants</td>
<td>Project</td>
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<tr>
<td><strong>6</strong> A Comprehensive Study for a Cebu Integrated Flood and Drainage System Master Plan</td>
<td>Study</td>
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<tr>
<td><strong>7</strong> FS on Sea Gateway Port Construction</td>
<td>Study</td>
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<tr>
<td><strong>8</strong> A Comprehensive Solid Waste Management Master Plan for Metro Cebu</td>
<td>Study</td>
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<tr>
<td><strong>9</strong> FS on Area Traffic Control in Metro Cebu</td>
<td>Study</td>
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<tr>
<td><strong>10</strong> Establishment of a Technical Research and Planning Unit of MCDCB &amp; Its Capacity Development</td>
<td>IB</td>
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<tr>
<td>As of September 2016 Status</td>
<td>RESOURCES FOR MEGA CEBU Summary (1)</td>
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<tr>
<td></td>
<td>(Committed Actual / Estimated: Php or USD or JPY)</td>
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<tr>
<td>2011</td>
<td>IBM: Corporate Service Corps 948,150 Php</td>
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<td></td>
<td>IBM: ASEAN 275,200 Php</td>
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<td></td>
<td>IBM: Executive Service Corps 4,437,000 Php</td>
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<td>2012</td>
<td>DPZ: Smart Growth Framework for City Region Development 340,000 Php</td>
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<tr>
<td>2013</td>
<td>Phase I: JICA (Vision and Strategy Development) 19,701,800 Php (46,000,000 Yen)</td>
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<tr>
<td>2013</td>
<td>Phase II: JICA (Roadmap Study for Sustainable Urban Development) 107,500,000 Php (2,500,000 US$)</td>
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<tr>
<td>2013</td>
<td>JICA: Pilot Projects (Cebu City and City of Yokohama) 86,000,000 Php (2,000,000 US$)</td>
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<td>2013</td>
<td>JICA: SCADA (MCWD) 500,000,000 Php</td>
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<td>2016</td>
<td>DPWH: Master Plan Study for Flood Control, Drainage &amp; Stormwater Management 60,000,000 Php</td>
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<td></td>
<td>DPWH: Flood Control Projects (GAA 2016) 731,000,000 Php</td>
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<td></td>
<td>OECD: Urban Green Growth in Dynamic Asia Project (OECD, Cebu Province, RAFI and other key organizations) 10,000,000 Php</td>
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<td></td>
<td>APEC Low Carbon Model Town Study: Mandaue City Info to be obtained</td>
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<td></td>
<td><strong>Sub Total (Excluding RAFI and other organizations / projects and still to be determined / monetized amounts)</strong> 1,520,202,150 Php</td>
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<tr>
<td>As of September 2016 Status</td>
<td>RESOURCES FOR MEGA CEBU Summary (2)</td>
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<tr>
<td>Open</td>
<td>Professional / Technical / Management Experts (Local; Various Projects / Studies)</td>
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<tr>
<td>Open</td>
<td>Professional / Technical / Management Experts (National / International; Various Engagements)</td>
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<tr>
<td>Open</td>
<td>Students / Faculty / Examiners (Research/ Studies)</td>
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<tr>
<td>Open</td>
<td>Volunteers: Youth</td>
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<tr>
<td>Open</td>
<td>Volunteers: Adults</td>
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<tr>
<td>Open</td>
<td>Projects and Teams (YMA; Club Mega; others)</td>
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<tr>
<td>Open</td>
<td>Projects and Teams (LGU; NGA; GOCC, etc.)</td>
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<tr>
<td>Open</td>
<td>Projects and Teams (Private Sector, Civil Society, Community)</td>
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<tr>
<td>Open</td>
<td>Support for Mega Cebu Month and Other Activities (Various)</td>
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<tr>
<td><strong>Sub Total</strong></td>
<td></td>
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<tr>
<td>As of September 2016 Status</td>
<td>RESOURCES FOR MEGA CEBU Summary (3)</td>
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<td>(Pledged or In the Pipeline: Monetized or Estimated Php or USD or JPY)</td>
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<tr>
<td><strong>2016</strong></td>
<td><strong>Government of Japan / JICA / Yokohama:</strong> Septage Treatment Project (Various Sites in Metro Cebu)</td>
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<td></td>
<td><strong>Japan Ministry of Environment / Mansei:</strong> Waste Plastics Recycling – Commercial Scale Project</td>
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<tr>
<td><strong>2016</strong></td>
<td><strong>UNESCO and Local Support</strong> (Workshop on Water Tariffs, Water Governance and IWRM; excluding costs for international speakers travel, professional fees, and honoraria)</td>
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<tr>
<td><strong>2016</strong></td>
<td><strong>GIZ GIDRM</strong> (Suitability Mapping, Lab of Tomorrow, Early Warning System)</td>
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<tr>
<td><strong>2016</strong></td>
<td><strong>TESDA and Experts Support</strong> (Mega Cebu Traffic Enforcers Academy standards and curriculum development; Integrated Traffic Management)</td>
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<tr>
<td><strong>Sub Total</strong></td>
<td><strong>1,001,205,000.00 Php</strong></td>
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</tbody>
</table>

| **2011-2016**                | **RAFI Contribution** (Personnel, Operating, Projects: Estimated) | **25,000,000.00** |

| **Total**                    | (Excluding other organizations / projects / individuals and still to be determined / monetized amounts) | **2,546,407,150 Php** |