

## Cebu City

### About the City

<b>Total Land Area</b>	315 km <sup>2</sup>
<b>Population</b>	923,000
<b>Density</b>	2,930 / km <sup>2</sup>

#### Chief Smart City Officer



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### Smart City Action Plan

#### VISION

Cebu City aims to improve urban growth through use of efficient technologies in realms of urban mobility, personal security and safety. Public transport and mobility will be upgraded through Bus Rapid Transit (BRT) systems. In addition, higher resolution CCTV cameras are planned to be deployed in more crowded areas and especially at road intersections to assist with efficient crowd planning, increased capability to detect violations and crimes and deter security issues in the urban environment. Cebu City's aims for an improved and inclusive mobility by 2025 to serve more citizens with greater efficiency, effectiveness, speed, comfort and affordable public transportation.

#### FOCUS AREAS

- **Personal safety and security**
  - o As the city grows and gets congested, there is also the added threat to personal safety and security of its citizens. Smart cities should be able to address this and accord its citizens with better safety measures so that everyone will feel secured and can thus do their part to contribution of city-building without fear or apprehension
- **Mobility**
  - o Mobility in Cebu City is severely hampered by the worsening traffic congestion level, resulting in long commute hours. Mobility is not just about easing traffic conditions, but providing citizens with quick access for daily living, regardless of economic and social conditions. Mobility ought to be inclusive.

#### STRATEGIC TARGETS

- Increase effectiveness and efficiency of public transportation
- Reduce commuting time
- By 2021: Start operations for the ongoing Bus Rapid Transit (BRT) System
- By 2025: Start operations for the proposed BRT Phase 2



- By 2019: Install surveillance camera system in 85 intersections
- By 2020: Install surveillance camera system in major corridors

**Smart City Project 1**  
**Automated Citywide Traffic Control Systems**

**OVERVIEW**

Through the Automated Citywide Traffic Control Systems project, Cebu City aims to enhance traffic regulation and enforcement, and improve information collection and sharing. The operation of the intelligent traffic control system entails the installation of necessary sensors, equipment and infrastructure.

**SUPPORT REQUIRED**

- Technical assistance in terms of Feasibility Study and Transaction Advisory Services
- Support from state-of-the-art technology providers

**Smart City Project 2**  
**Bus Rapid Transit (BRT) System**

**OVERVIEW**

As Cebu faces traffic congestion challenges, it has plans to establish, operate, maintain and substation a BRT to provide efficient intra-city mass transportation. Improvements to the current transportation system will help to reduce commuting time. Under this project, Cebu aspires to start operations of Phase 1 of BRT by 2021, and to further extend BRT Phase 1 by 15km in the Phase 2 in 2025.

**SUPPORT REQUIRED**

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