

Republic of the Philippines Department of Transportation

Aviation, Maritime, Rail, Road, Planning





Public Transportation in the Philippines

Current Status



Old and polluting vehicles

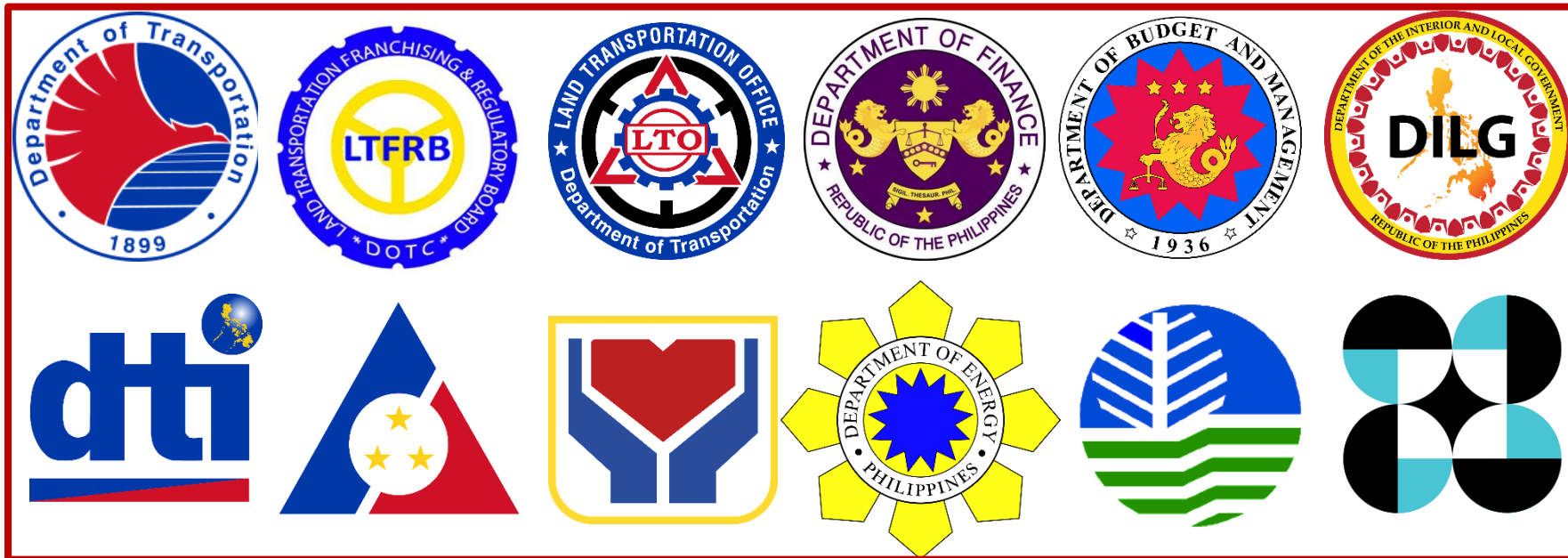
Goal



Safe and environmentally friendly vehicles



PUV Modernization Program



→ Approximately 250,000 vehicles to be replaced by 2022, affecting almost 400,000 jobs.



Key Issues in Policy Formulation

- The program tackles a longstanding industry structure that has lasted for decades.
 - There are a lot of entrenched stakeholders.
 - Contentment with status quo and afraid of change.
 - A change in cultural mindset is needed.

- The scope of the project is massive.
 - Government Agencies
 - Private Sector
 - Industry Stakeholders
 - Public



Key Issues in Policy Formulation

- The novelty of the nature of the program reveals gaps between current capabilities and desired outcomes.
 - Old or lacking facilities and infrastructure.
 - Current capacity needs upgrading.
 - Required a lot of consultation and interfacing with other agencies and institutions.

- The program is/was being viewed as anti-poor.



Strategic Actions for Successful Implementation

- The program is one of the many prerogatives of the current administration.
 - Facilitated through commendable leadership.

- The main objective of the program is regarded as necessary and long overdue.
 - This made soliciting financial and technical support easier.
 - Jumpstarted new initiatives and innovation, particularly from the private sector.

- Great support from other government agencies, government financial institutions, and academic institutions.



Strategic Actions for Successful Implementation

- Numerous stakeholder outreach and participation activities.
 - Multiple consultations were conducted with different stakeholder groups in various locations.

- Utilization of social media to address FAQs and common misconceptions
 - Twitter & Facebook were used to effectively communicate the benefits of the program.

- Thorough, comprehensive, and equitable policies form the backbone of the program.



Strategic Actions for Successful Implementation

- Learn from and employ existing programs, policies, and initiatives.
 - Interface the program with similar policies within the different government agencies.
 - Learn from similar successful programs from other nations.
 - Use existing private sector initiatives as an example.



Lessons Learned

- Stakeholder engagement and proper communication is very crucial
- Integration and good relations with other government agencies and institutions can go a long way.
- One does not need to reinvent the wheel all the time; institutional and historical knowledge is there as guidance.
- Change is constant, we must be dynamic.

Thank You!

