



**Asia-Pacific  
Economic Cooperation**

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2021/CTI/CONF1/011

# **Implementing Mobility-as-a-Service for Modern Road Transportation - Case Study in the Republic of the Philippines**

Submitted by: Broadleaf Co Ltd

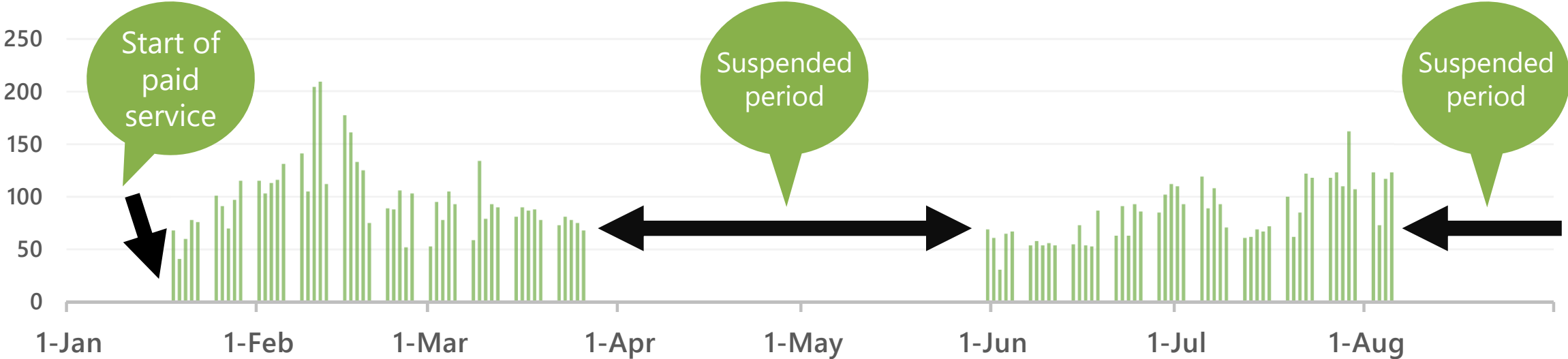


**Conference on Promoting Smart Cities  
Through Quality Infrastructure Investment  
in Rapidly Urbanizing APEC Region  
15 September 2021**

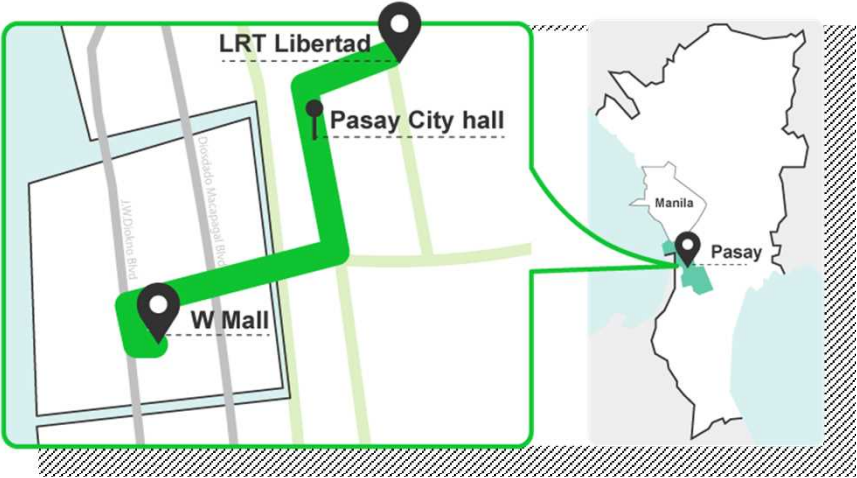


# Number of trips on the Pasay route

## Daily Trips



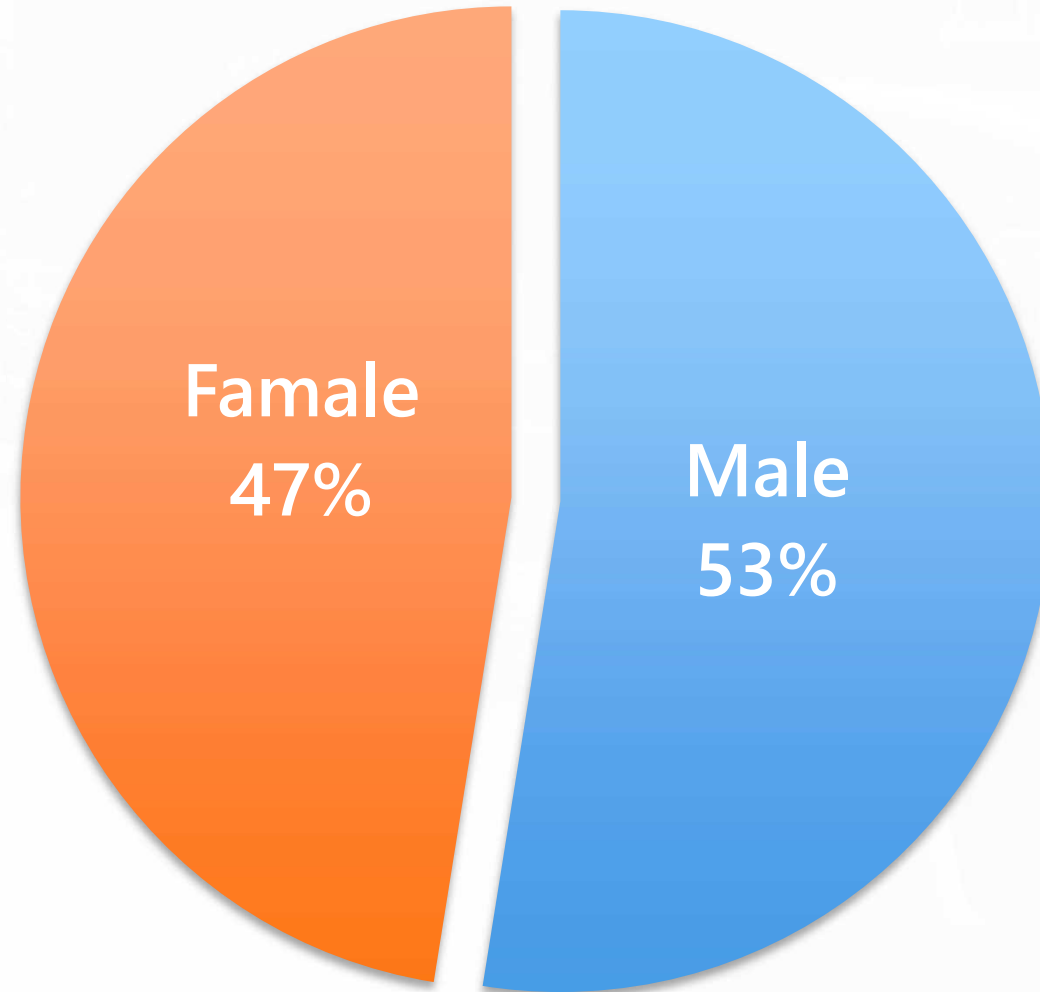
## Route Map



## Our e-tricycle and payment kiosk

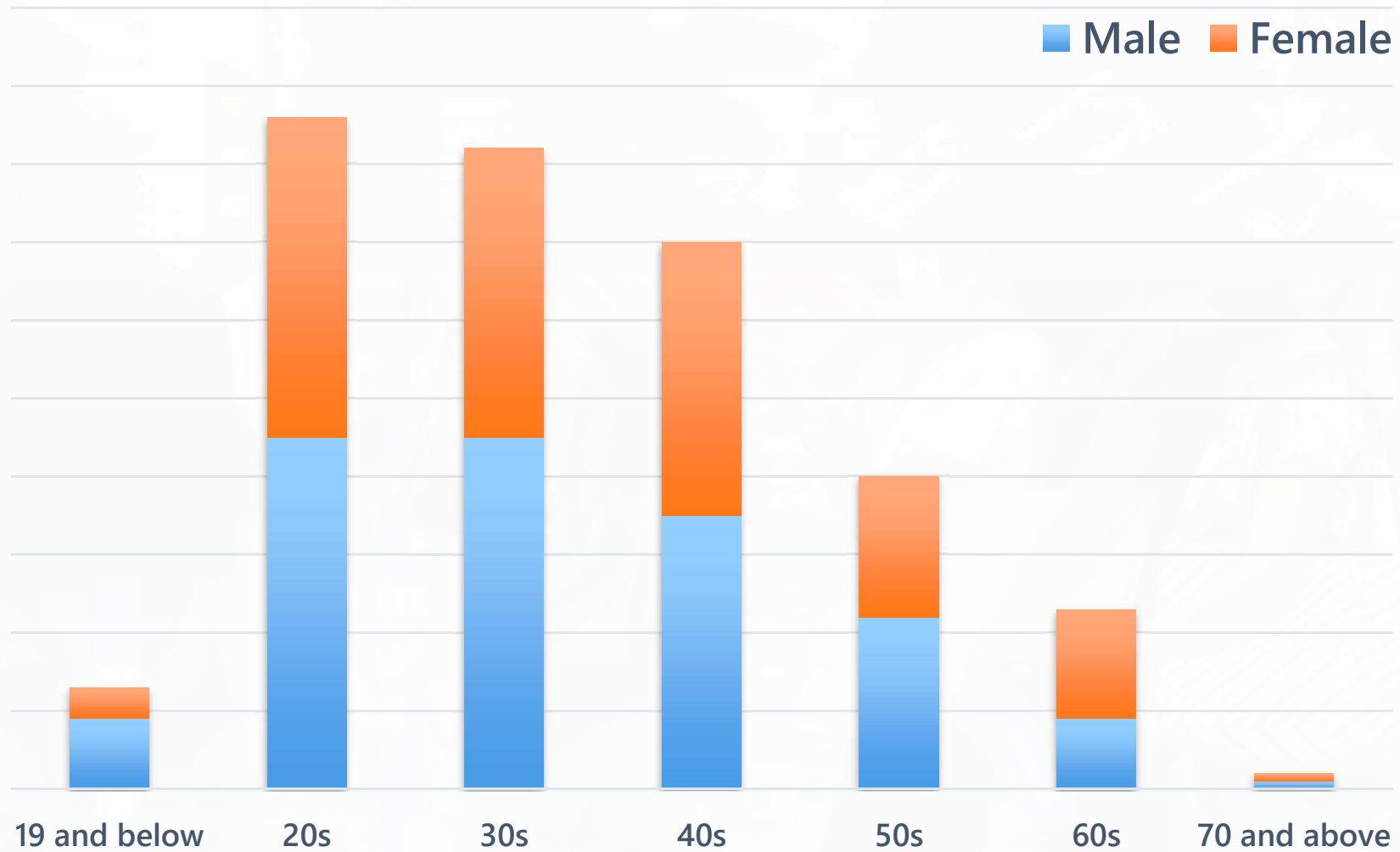


# Usage ratio by gender



Source : Survey of Users of New E-trike Routes within Pasay City

# Usage ratio by gender & age group



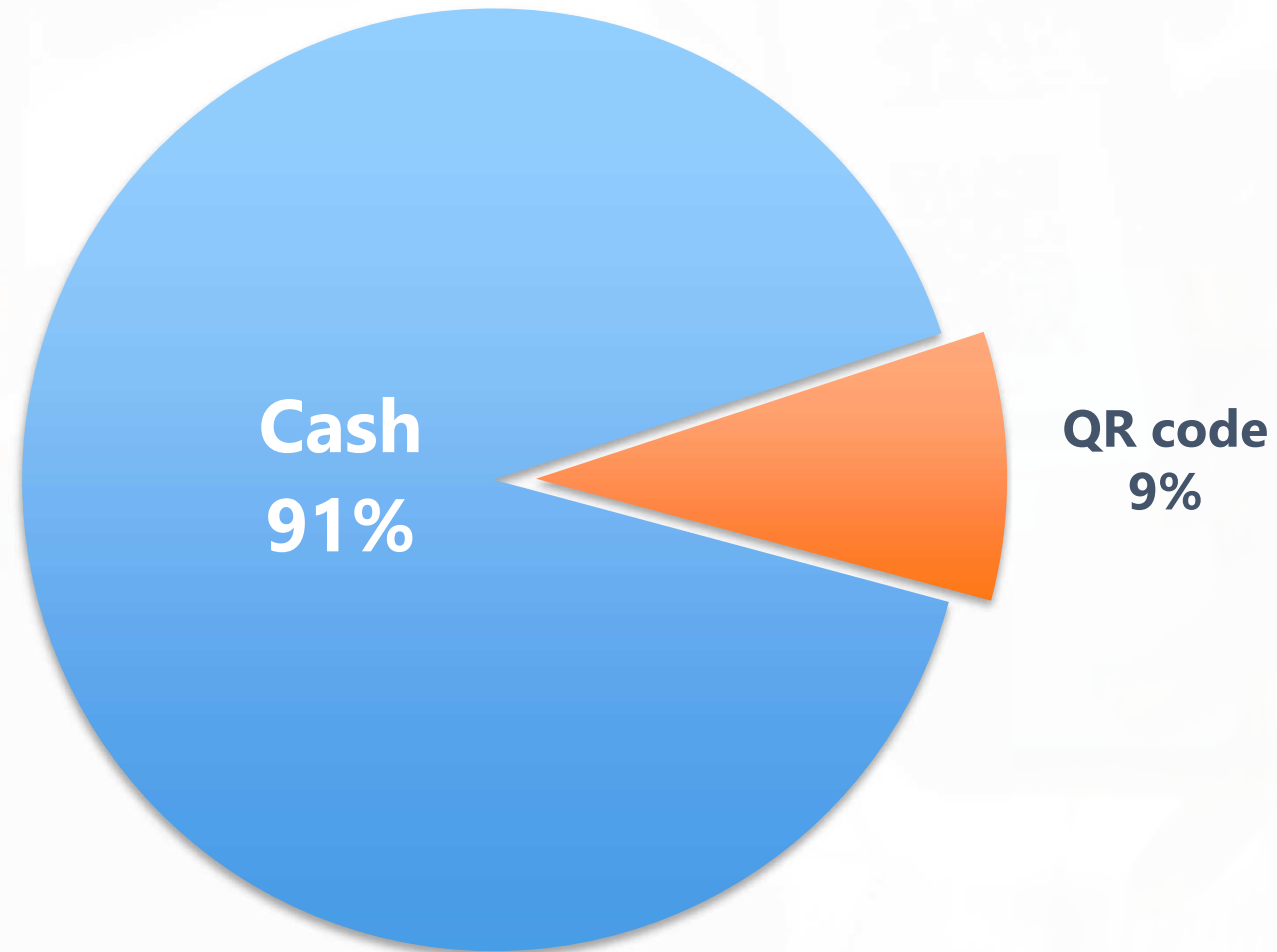
Source : Survey of Users of New E-trike Routes within Pasay City

# What is your most usual purpose for using the E-trike in this route?



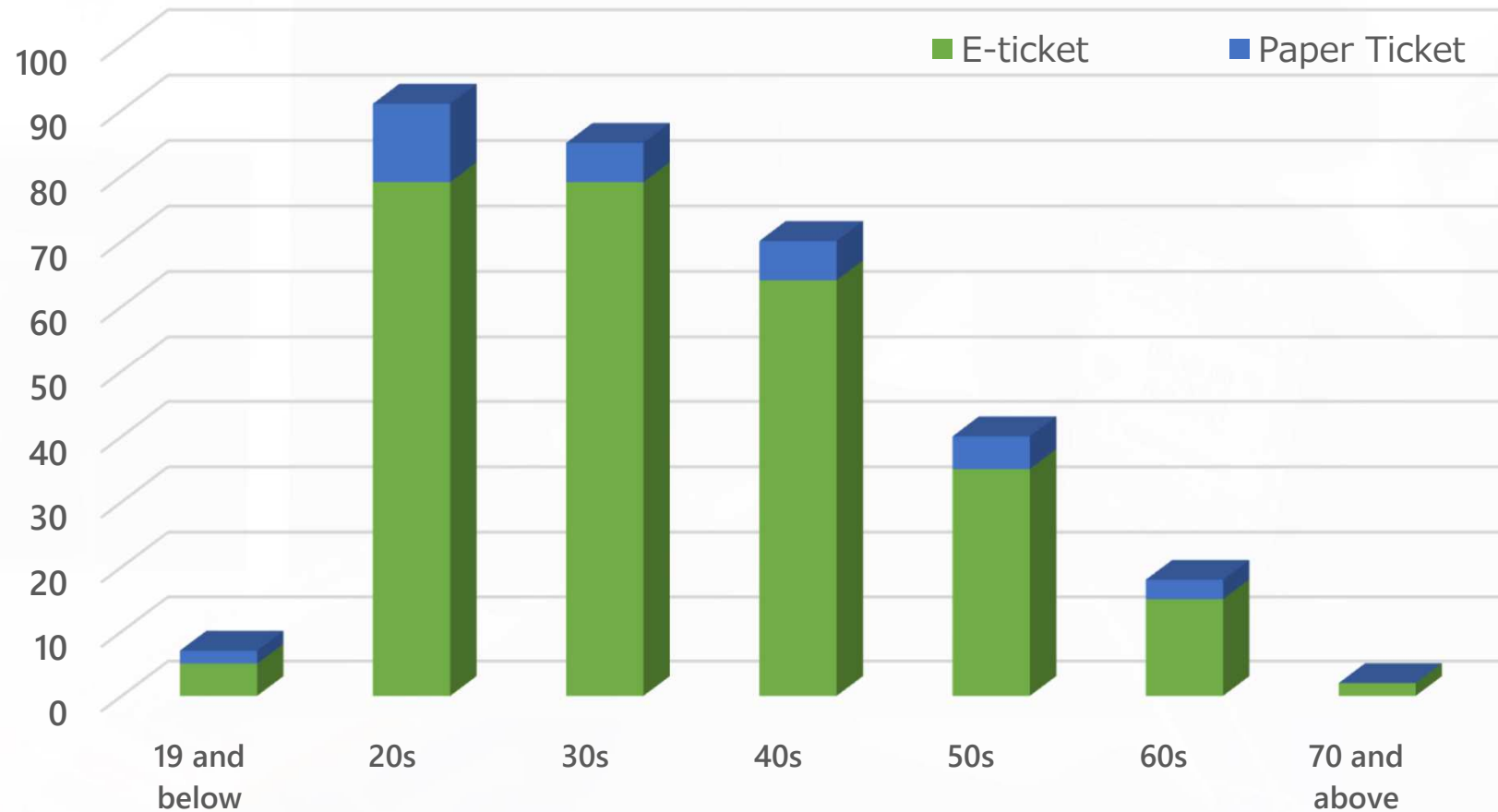
Source : Survey of Users of New E-trike Routes within Pasay City

# What is your mode of payment for the E-trike?



Source : Survey of Users of New E-trike Routes within Pasay City

# Which is better, electronic ticket or paper ticket?



Source : Survey of Users of New E-trike Routes within Pasay City



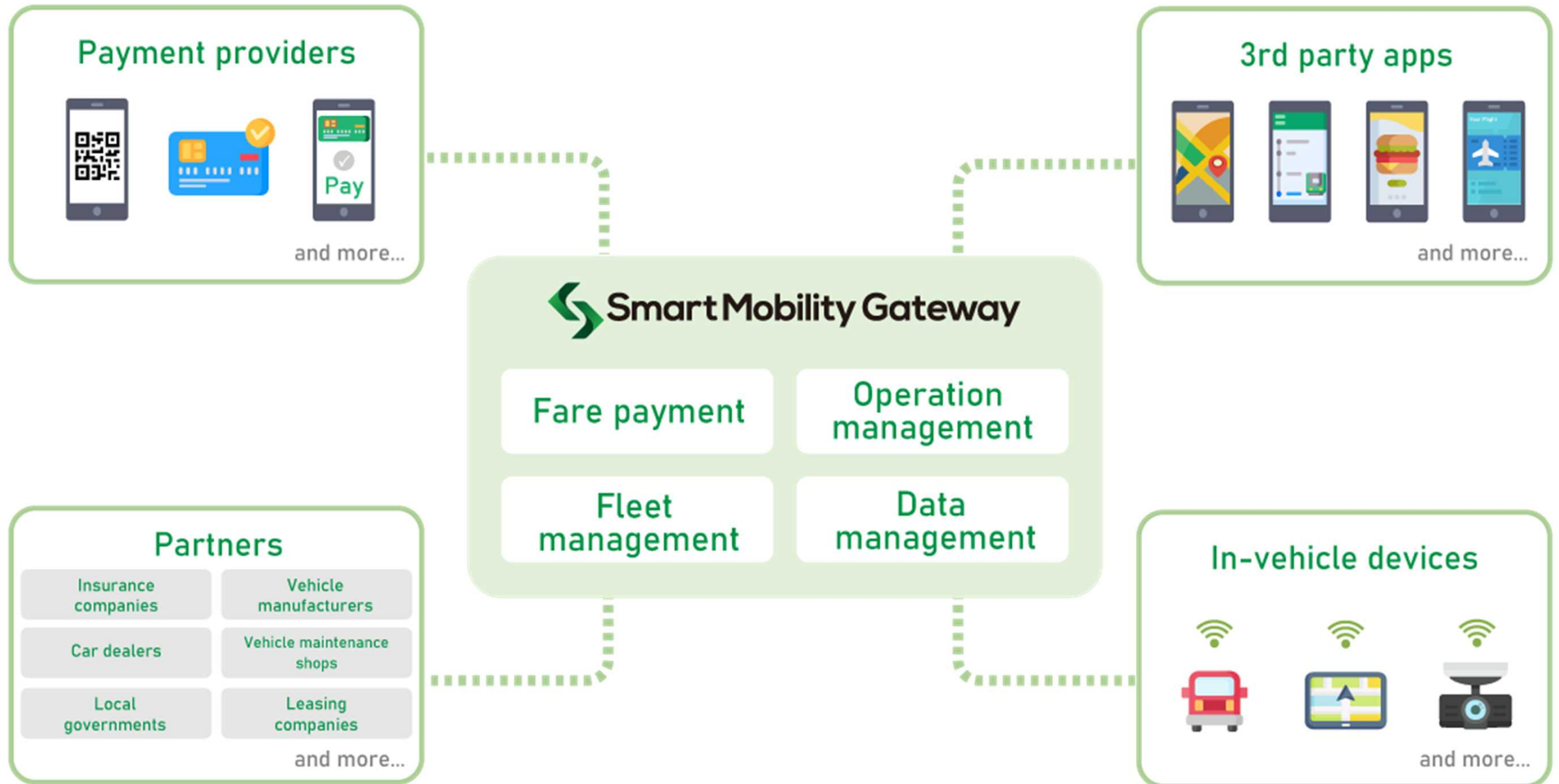
# Traffic Demand and Impacts without Interventions \*1

		2012	2030	'30 / '20	
Traffic demand (mil. trips/day)	Metro Manila	12.8	14.5	1.13	
	Bulacan, Rizal, Laguna, Cavite (BRLC)	6.0	8.0	1.33	
Public transport share in total demand		69%	69%	1.00	
Occupancy of road space by private vehicles		78%	78%	1.00	
Transport cost (PHP billion/day)	Metro Manila	2.4	6.0	2.50	
	Bulacan, Rizal, Laguna, Cavite (BRLC)	1.0	3.5	3.50	
Air quality (million Tons/year)	Metro Manila	GHG	4.79	5.72	1.19
		NOx	0.049	0.059	1.20
		PM	0.014	0.019	1.36
	BRLC	GHG	3.20	4.49	1.40
		NOx	0.032	0.046	1.44
		PM	0.005	0.010	2.00

Source: JICA Study Team.

\* 1 This is the "without" projects or "Do Nothing" scenario.

# About Smart Mobility Gateway



# New Partnership with Angat Pilipinas Transport Cooperative (APTC)

1

Cashless fare payment & boarding reservations

2

Vehicle location app & operation management

3

Big data analysis

## Smart Mobility Gateway

