

# IBM's Smarter Cities Challenge

# Cebu

## Summary report



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### Highlights:

- Integrated planning will help the Local Government Units address common problems faster and more economically
  - MCDCB need to have a sustainable master plan to ensure that projects, programs and policies continue even under subsequent administrations.
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### Introduction

The cities and municipalities constituting Metropolitan Cebu are facing the challenges of rapid growth and urbanization. As the socio-political and economic center of Cebu province and Central Visayas, the Metro Cebu area is expected to continually draw people, function and enterprise over the years. This rapid pace of urbanization strains its carrying capacity and threatens its sustainability.

### Challenge

The various local municipalities within the Metro Cebu region must work together towards a common agenda, articulated in a shared vision and brand identity, and outlined in a strategic, integrated development plan. For this reason, the Metro Cebu Development Coordinating Board (MCDCB) was developed to facilitate the formulation, coordination and monitoring of integrated development strategies, policies, and standards concerning shared and trans-boundary challenges and responsibilities in Metropolitan Cebu.

With the cooperation of the Ramon Aboitiz Foundation Inc. (RAFI), a team of IBM executives was asked to provide recommendations to the MCDCB on policies, processes and supporting systems that will enable Metro Cebu to address key issues in land-use planning and zoning, and transport and traffic management. Part of the analysis was to be based on best practices and lessons learned from similar initiatives in other parts of the world, as well as IBM's standard Smarter Cities® framework.

### Recommendations

The IBM team suggested the towns and cities have integrated land use and traffic management plans, and work together on pollution control, solid waste disposal and management, flood control, public safety and security, road improvement and infrastructure development, and urban renewal and shelter. Integrated planning will help the Local Government Units address common problems faster and more economically, and will help make the towns and cities more livable. The team also raised the need for the MCDCB to have a sustainable master plan, based on consensus, to ensure that projects, programs and policies continue even under subsequent administrations.

More specifically, the executives developed a set of key recommendations for the MCDCB for each of the three areas under review:

**MCDCB Governance**

- Identify MCDCB sustainability as a critical success factor
- Collaborate to deliver a track record of short-term results while planning for the future
- Establish appropriate processes, tools, standards and supporting tools to drive integration and growth.

**Land Use Planning**

- Establish critical Collaborative and Integrated Land Use Planning
- Create a standard GIS platform to deliver common data for making effective decisions
- Develop an Integrated Master Plan to align efforts at all levels: Regional, Provincial, Local Government Unit and Barangay.

**Traffic Management**

- Improve traffic planning and management through access to timely, comprehensive data
- Leverage the existing cellular network as a source of real-time, anonymous data about traffic movement
- Launch an early pilot to test the impact of cellular information on traffic operations.

**For more information**

To learn more, send an email to [smartcc@us.ibm.com](mailto:smartcc@us.ibm.com) or visit [smartercitieschallenge.org](http://smartercitieschallenge.org)

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