

# Cebu city traffic operations management essay sample



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In 1987, the City of Cebu started to experience the severe strain in its transport capacity resulting in the threatening of the city's continued viability and livability. There were several government agencies responsible for transportation and traffic matters in the city but there was an urgent need for improvement in the coordination of these agencies in the planning, design and implementation of policies, programs and projects. Thus, it was necessary to establish a body that could coordinate national and local efforts aimed at solving traffic congestion and the inefficient use of limited road space. City Ordinance No. 1264 was enacted on October 19, 1987 creating the Cebu City Traffic Management Coordination Committee (CITOM). The functions of the committee are the following:

a. Coordinate, monitor and evaluate the planning and implementation of traffic management components undertaken by the various departments of the city government and other line agencies; b. Review and approve all traffic management engineering schemes prior to the City Councils exercise of its administration functions as defined in Section 1, Article III of City Ordinance No. 801, series of 1972, otherwise known as the "Traffic Code of the City of Cebu"; c. Recommend to the City Council the routing of common carriers operating in Cebu City in so far as it forms part of a comprehensive traffic management scheme; d. Develop and prescribe rules and procedures for internal operation and management; e. Submit to the City Mayor periodic and special reports relative to traffic management activities; f. Perform such other functions as may be necessary to ensure the effective planning and implementation of traffic management schemes. City Ordinance No. 1264 was amended through City Ordinance No. 1451 on May 17, 1993. The most

important goal of the CITOM Board is to make Cebu City an orderly urban locality with a comprehensive, measurable and sustainable Traffic Management Plan coordinated by the united efforts of all agencies concerned. There are other related objectives of the Board, such as:

1. Provide infrastructure support to create a safe and efficient city road network;
2. Educate road users in the comprehension, observance, and use of traffic signs, signal devices and controls;
3. Enforce traffic laws in order to maintain road user discipline in the city; and
4. Assist the city legislators in the drafting of new laws and ordinances regarding traffic management.

Upon enactment of the Local Government Code in 1987, the Sangguniang Panlungsod of the City of Cebu has been vested the powers and functions, inter alia, to regulate the use of streets and other public places; establish PUJ Stops and terminals; regulate garages and the operation of conveyances for hire and designate stands to be occupied by public vehicles when not in queue. On October 22, 1987, in order to implement the foregoing, City Ordinance No. 1265 was enacted creating the Cebu City Traffic Engineering Division under the City Engineer's Office. Initially, the function of this Division was to maintain the then existing (antiquated, electro-mechanical) traffic signal equipment; preparations of the traffic management plans as basis for the installation of traffic signs and application of pavement markings, and conduct traffic studies to update the existing traffic management measures.

Cognizant to the need for a reliable and efficient traffic control system in Metro Cebu, the City Government of Cebu made representation with NEDA ICC to realize the deferred traffic signalization project. In June 6, 1989, the City of Cebu and the Department of Public Works and Highways (DPWH)

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entered into a Memorandum of Agreement (MOA) for a joint undertaking on the installation of a Computerized Traffic Signal System. Thus, the Metro Cebu Traffic Engineering and Management (MCTEAM) Project was established in 1989, as the implementing agency of the project. In 1990, the installation of the Computerized Traffic Signal System was awarded to an Australian firm, the AWA Traffic and Information System. The traffic system adapted in Cebu City is the fully adaptive Urban Traffic Control System utilizing the “ Sydney Coordinated Adaptive Traffic System” (SCATS), a development effort of the Roads Traffic Authorities of the New South Wales”. SCATS operates in real-time, adjusting signal timings throughout the system in response to variation in traffic demand and system capacity. Traffic Enforcement, on the other hand, was left to the Cebu City Traffic Division of the Philippine National Police (PNP). Over the period from 1988 up to present.

There has been increasing demand of enforcers employed by the due to the increasing pressure brought about by urbanization through the economic activities. The deployment of the traffic field personnel at various intersections and at the mid-blocks is very necessary even if these intersections were already installed with traffic signal lights. The traffic enforcers are the ones responsible for the direction and control of the vehicular traffic flow especially during peak hours, to respond to any vehicular traffic accident in the area and to enforce the Traffic Code of Cebu City in cases when violations are observed. The concentration of the business establishment and educational institution in some areas of Cebu City causes congestion of vehicular traffic on account of parked vehicles on

the roads and streets thereof. To minimize traffic congestion in the said areas, it was necessary to adopt measures that would regulate the parking of vehicles especially during working days. To address the need to rationalize the use of the on-street parking, the Sangguniang Panlungsod institutionalized Pay Parking in the city, thus, City Ordinance No. 1293 was created in 1988.

## Cebu City Traffic Operations Management

### VISION

By the year 2013, CITOM is an organized department with professionalized personnel and efficient logistical support.

### MISSION

CITOM as the traffic enforcement arm of the City of Cebu commits to provide the best traffic management services to the general public and other component cities and municipalities thru information dissemination, maintenance of road users safety and orderliness, and proactive traffic control measures by:

1. Providing modern traffic facilities;
2. Conducting continuous traffic education;
3. Upgrading the quality of enforcement with competent traffic personnel;
- and 4. Continuing the impartial enforcement of traffic laws and regulations.

### LEGAL MANDATE

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The most important goal of the CITOM Board is to make Cebu City an orderly urban locality with a comprehensive, measurable and sustainable Traffic Management Plan coordinated by the united efforts of all agencies concerned

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4. Assist the city legislators in the drafting of new laws and ordinances regarding traffic management.

#### LIST OF SERVICES

##### A. Main Services

1. Providing modern traffic facilities;
  2. Conducting continuous traffic education;
  3. Upgrading the quality of enforcement with competent traffic personnel;
- and
4. Continuing the impartial enforcement of traffic laws and regulations.

##### B. Other Services

1. Clamping of Illegally Parked Vehicles
2. Towing Operations
3. Impounding Operations
4. Anti-Smoke Belching Operations
5. Trisikad Operations
6. Motorcycle for Hire Operations

7. Task Force Franchise
8. Anti-dispatching Operations
9. Anti-jaywalking Operations
10. Night Patrol
11. Overnight Parking Operations

## ACCOMPLISHMENTS

### 1. Anti Smoke Belching

\* Two (2) teams: Monday – Friday operation of the anti-smoke belching team within Cebu City \* With apprehension target of 40 vehicle units per day each team. (private and public vehicles)

2. Trisikad Ban

\* Apprehensions & impoundment of Trisikads

3. Traffic Educations within Cebu City (including schools and other establishments) \* Educates Students & publics on traffic rules and safety

4. Pedestrian Road safety Lecture (Jaywalking, embarking/disembarking violators) \* Give Seminars/Lectures to Jaywalking, embarking/disembarking violators

5. Replacement of old traffic lights

6. Travel lines (for PUJ's passing & within Cebu City) \* Issue Travel lines to PUJ's

### 7. Conduct Deputation Seminar

- \* Brgy. Officials
- \* Brgy. Tanods
- \* Govt. Employees
- \* Security Guards

### 8. Conduct Defensive Driving Seminar

9. Adjudication Process

10. MCH Franchise/Permit

11. CITOM ID for PUJ & TAXI Drivers

12. Delivery permit

13. Incident Reports

#### ONGOING PROJECTS

1. Anti Smoke Belching

2. Trisikad Ban

3. Traffic Educations within Cebu City (including schools and other

establishments) 4. Pedestrian Road safety Lecture (Jaywalking ,

embarking/disembarking violators) 5. Replacement of old traffic lights

6. Travel lines (for PUJ's passing & within Cebu City) 7. Conduct Deputation

Seminar

\* Brgy. Officials

\* Brgy. Tanods

\* Gov't. Employees

\* Security Guards

8. Conduct Defensive Driving Seminar

9. Adjudication Process

10. MCH Franchise/Permit

11. CITOM ID for PUJ & TAXI Drivers

12. Delivery permit

13. Incident Reports

14. Departmentalization of CITOM



## Cebu City Traffic Operations Management (CITOM)? - Offices/Branches

### Cebu City Traffic Operations Management (CITOM)?

Address: N Bacalso Ave., N Bacalso Ave., Cebu City, Cebu, Philippines

Telephone No: (6332) 418-6386, 417-7564, 417-7566, 417-7571, 412-7267

### Cebu City Traffic Operation Management (CITOM)?

Address: Gorordo Ave., Gorordo Ave., Cebu City, Cebu, Philippines Telephone

No: (6332) 412-2507, 412-8357, 414-9489, 416-7271

### Cebu City Traffic Operation Management (CITOM)?

Address: Archbishop Reyes Ave., Archbishop Reyes Ave., Cebu City, Cebu,

Philippines Telephone No: (6332) 412-2559, 416-6312, 416-2096, 416-2094,

418-4437 Cebu City Traffic Operation Management (CITOM)?

Address: B Rodriguez, B Rodriguez, Cebu City, Cebu, Philippines Telephone

No: (6332) 412-4063, 412-5137, 412-5166, 4125103, 412-5149 Cebu City

Traffic Operation Management (CITOM)?

Address: Gen. Maxilom, Gen. Maxilom, Cebu City, Cebu, Philippines

Telephone No: (6332) 412-5147, 412-6438, 412-2583, 416-6302, 412-8590,

415-5780 Cebu City Traffic Operation Management (CITOM)?

Address: Cebu City, Cebu, Philippines

Telephone No: (6332) 418-4434, 418-4435, 414-5355, 412-7431, 416-2169