



Team BRM2

LIGTAS KALSADA

USER REPORTING PLATFORM



**LIGTAS KAHIT SAAN,
KAHIT KAILAN.**

BACKGROUND

Rapid urbanization of cities and few pedestrian-based planning

Metro Manila development authority [mmda]. [2024]. 2023 Annual Report: metro manila accident reporting and analysis System [mmaras].

The Impacts of Transportation on Urban Quality of Life, The Case of Metro Manila, Philippines. [n.d.]. Philippine Planning Journal UP SURP Online Portal. <https://conference.surp.upd.edu.ph/downloads/PPJ/UrbanGrowth.pdf#page=62>

PROBLEM

**No centralized data system
for pedestrian perspectives**

Tolentino, N. Y., & Sigua, R. G. (2022). Characteristics of Walking and Cycling in Metro Manila, Philippines. National Center for Transportation Studies – Public and Government Service | Education. https://ncts.upd.edu.ph/tssp/wp-content/uploads/2022/12/TSSP2022_Vol5-No1_02-Tolentino-and-Sigua.pdf

Literature Review: Theoretical Basis

Tactical Urbanism

setting up flexible and **short-term projects** to advance **long-term goals** related to street safety, and public space

*Stevens, Q., & Dovey, K. (2022). Temporary and Tactical Urbanism: (Re)Assembling Urban Space. ResearchGate.
https://www.researchgate.net/publication/362010024_Temporary_and_Tactical_Urbanism_ReAssembling_Urban_Space*

Literature Review: Theoretical Basis

Participatory Approach

a type of bottom-up planning that
prioritizes participants' perspectives

*Dinbabo, M. F. (2003). Development Theories, Participatory Approaches, and Community Development. ResearchGate .
https://www.researchgate.net/publication/319316323_Development*



Literature Review: Theoretical Basis

The second is the **participatory or humanistic approach**. It is a type of "bottom-up" planning.

*Dinbabo, M. F. (2003). Development Theories, Participatory Approaches, and Community Development. ResearchGate.
https://www.researchgate.net/publication/319316323_Development*

Literature Review: Similar Solutions

The logo for Snap Send Solve is a light blue rounded square containing the text "Snap Send Solve" in bold black font, stacked vertically.

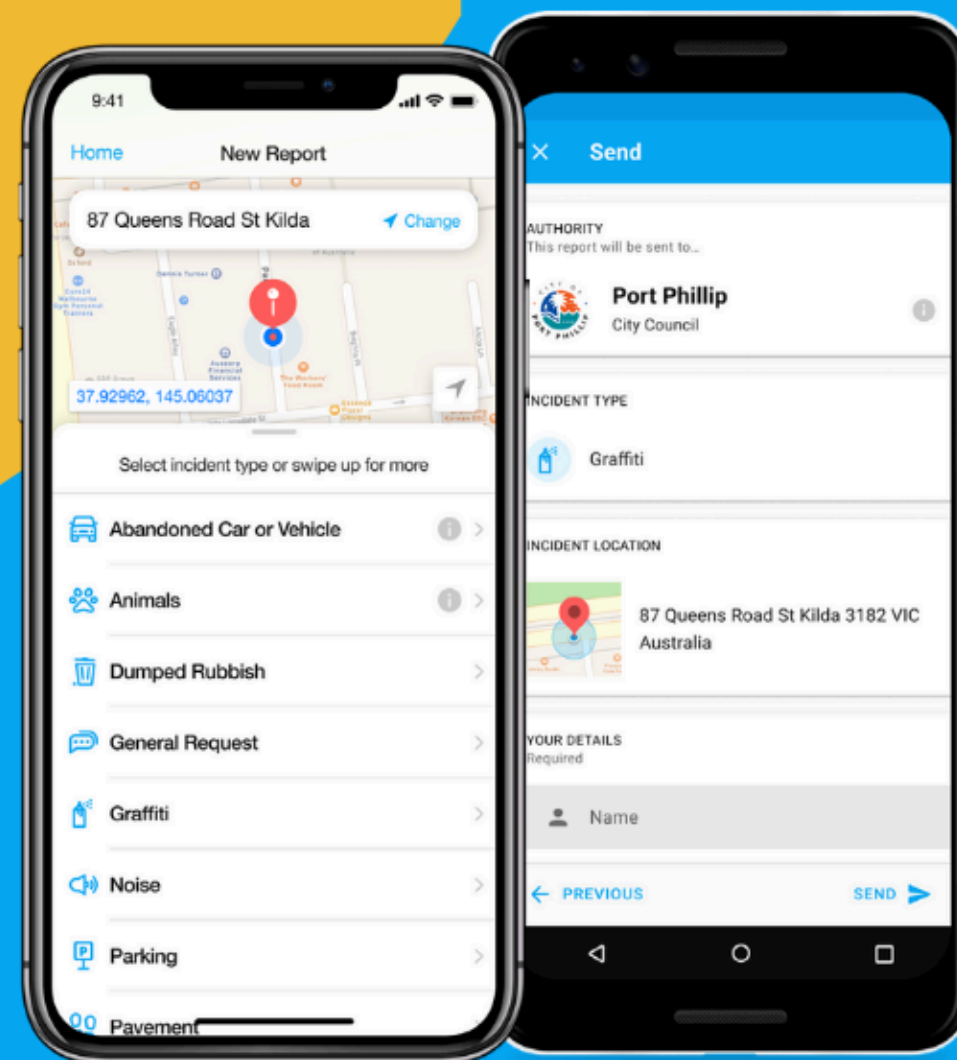
**Snap
Send
Solve**

- **Snap Send Solve** is a smart cities technology platform that aims to simplify the reporting of community issues in **Australia** and **New Zealand**.



- **Traffy Fondue** is an application based in **Bangkok** that has been employed to submit issues and complaints about the urban environment and public services.

Reporting
local issues
is now a *SNAP*



Snap Send Solve

www.snapsendsolve.com



Download for free now



How Do We Differ?

1. Location


2. Policies




SMART Objectives

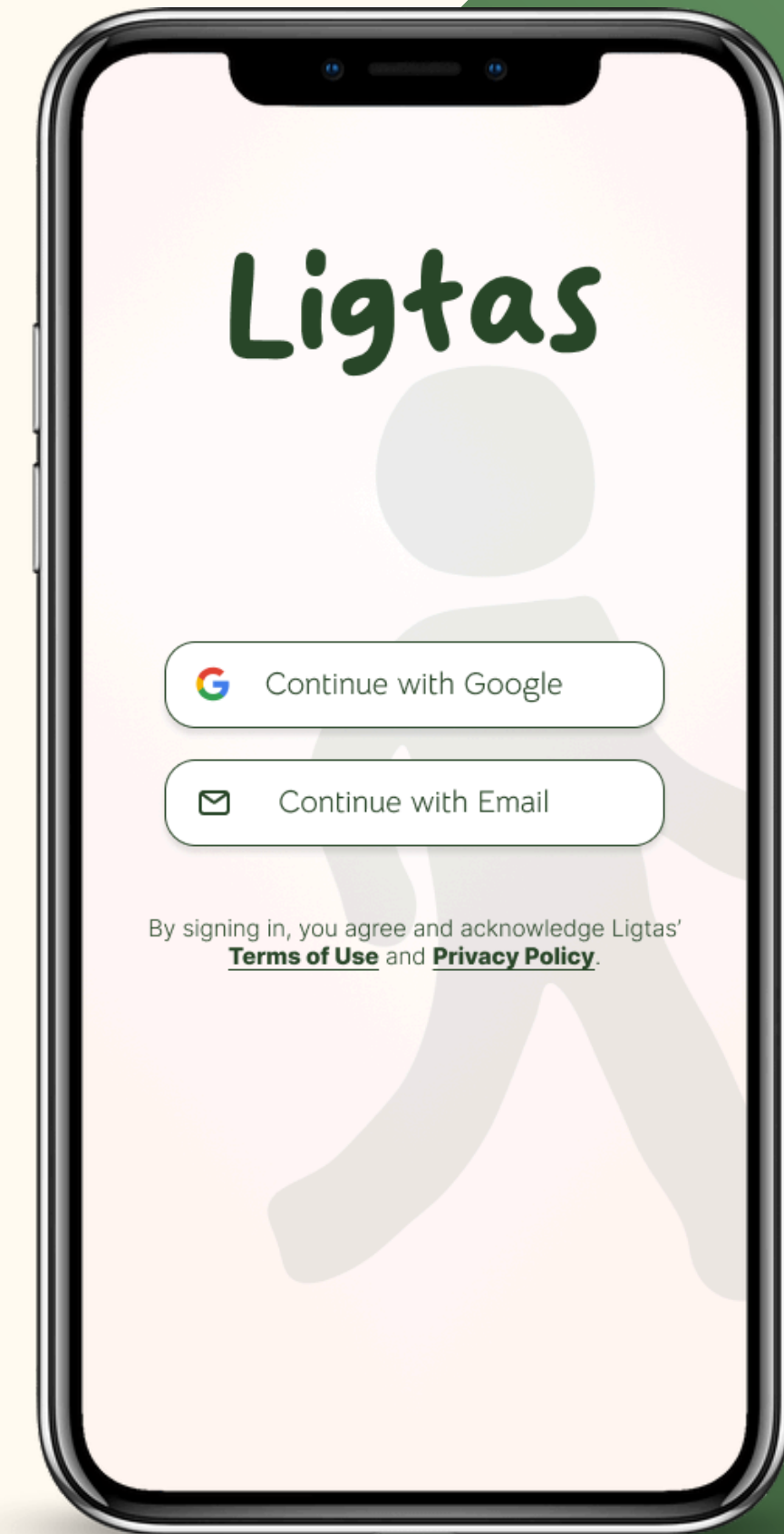
 **Specific:** Indicators are **data-driven**

 **Measurable:** performance is seen via **user analytics**

 **Attainable:** The app is based on **effective urban planning** practices

 **Realistic:** Availability of **open-source** frameworks and **low-cost** tools

 **Time-bound:** Pilot project can be implemented **short-term** and within **barangays**



Wilson, A., Tewdwr-Jones, M., & Comber, R. (2019). Urban planning, public participation and digital technology: App development as a method of generating citizen involvement in local planning processes. Journals.Sagepub. <https://journals.sagepub.com/doi/pdf/10.1177/2399808317712515>.

How It Works

[PROTOTYPE LINK](#)

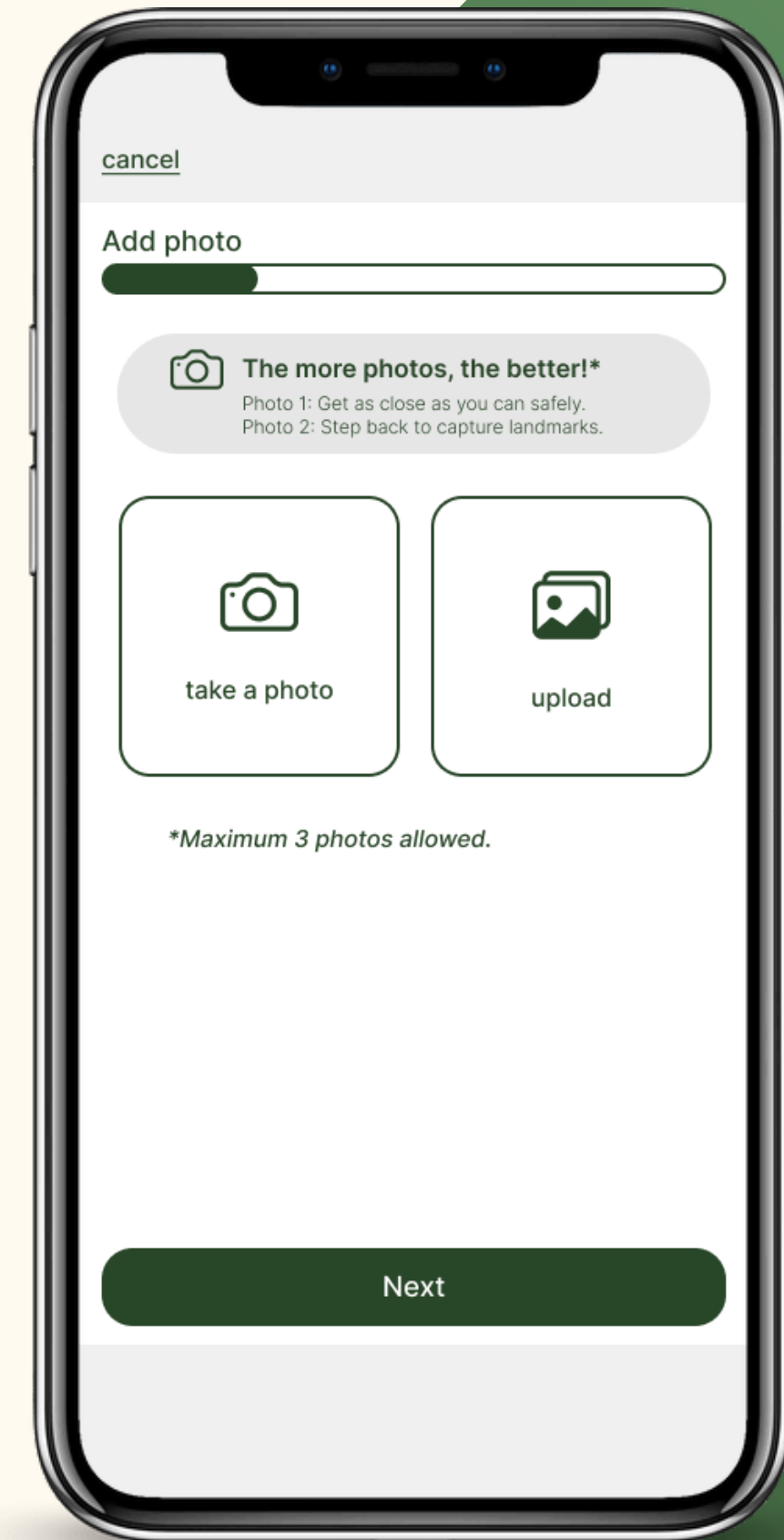
1. Report
2. Updates
3. Incentives



REPORT

[PROTOTYPE LINK](#)

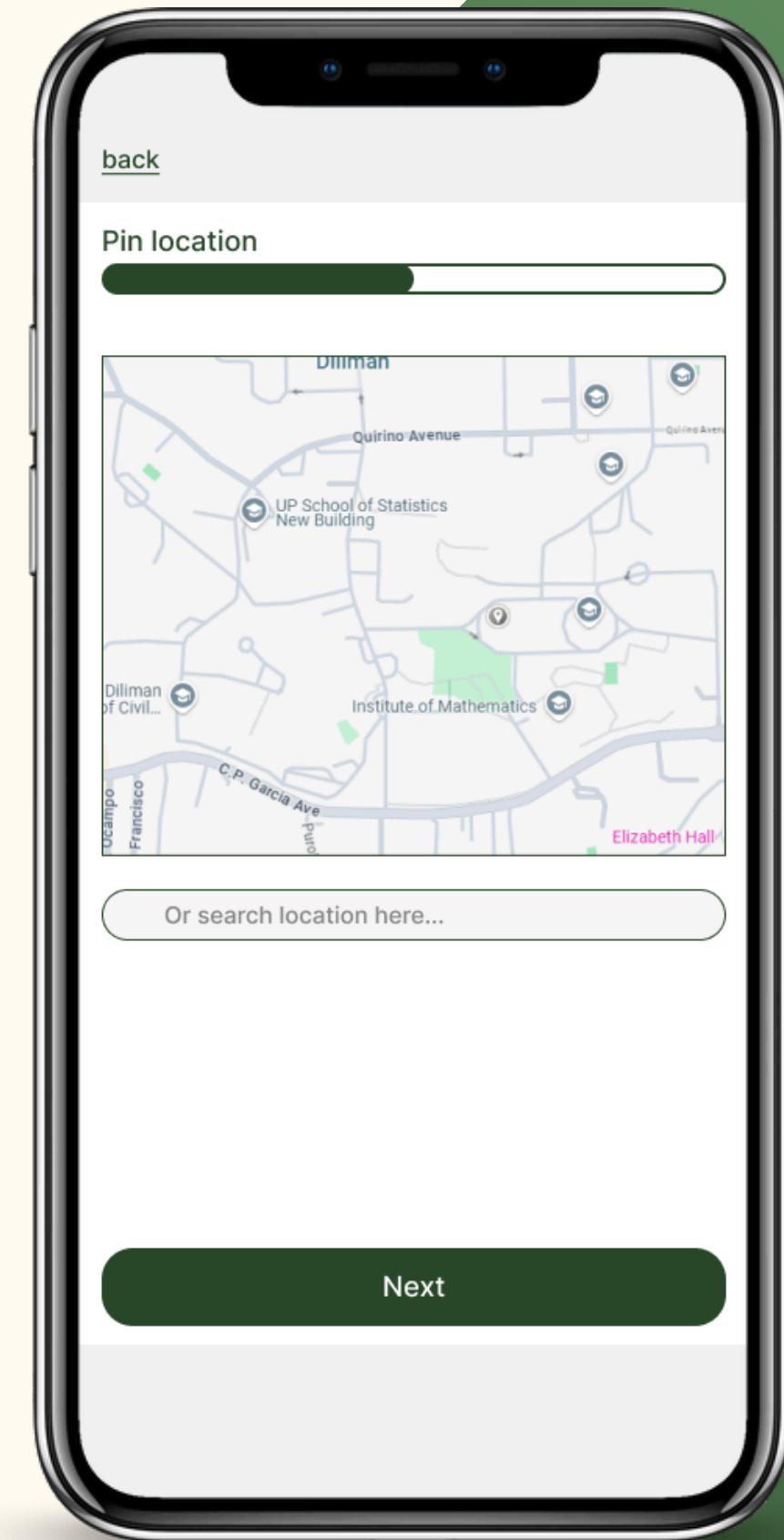
- add photos
- add location
- add details



REPORT

[PROTOTYPE LINK](#)

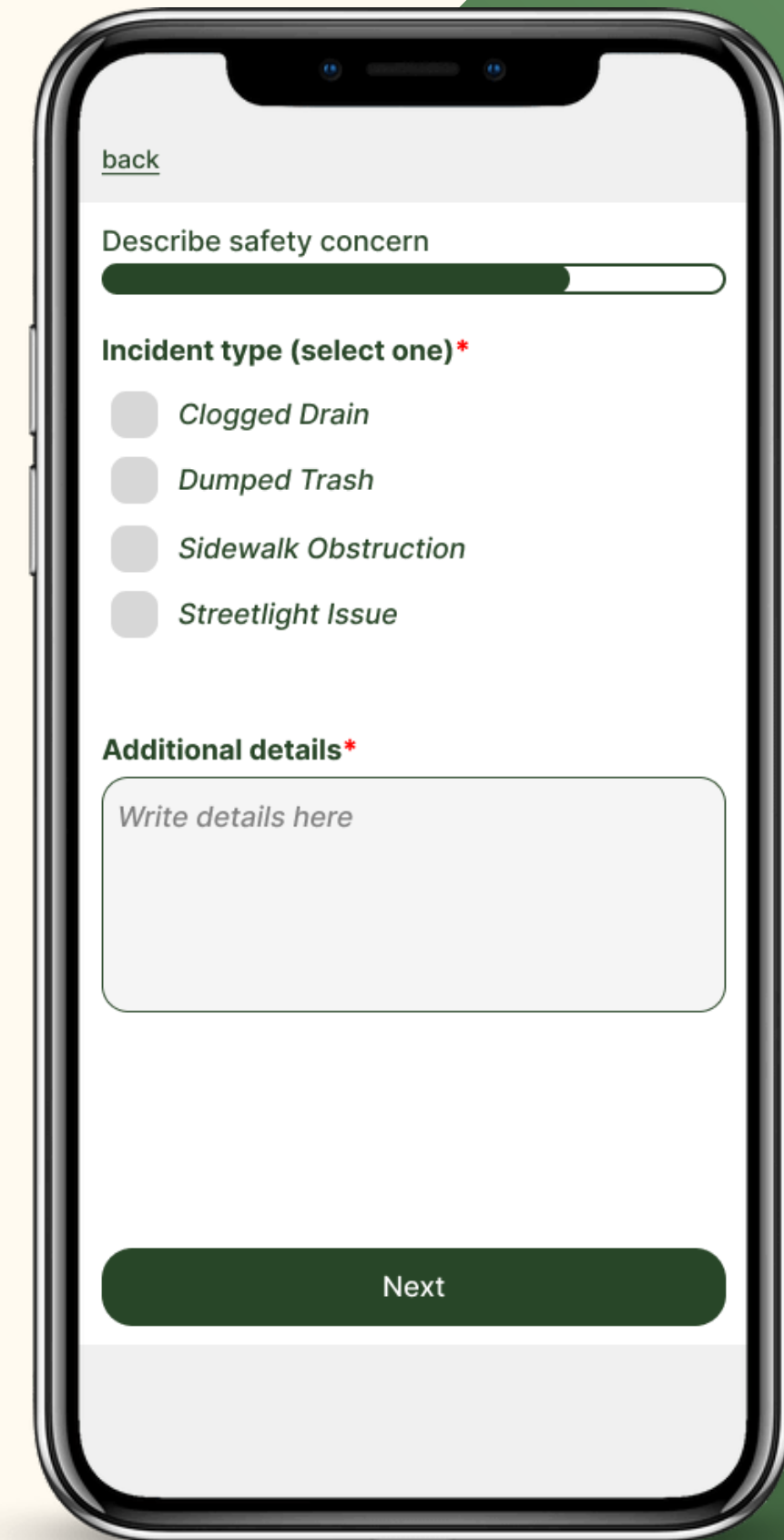
- add photos
- add location
- add details



REPORT

[PROTOTYPE LINK](#)

- add photos
- add location
- add details



The image shows a smartphone screen with a report form. At the top left is a 'back' link. Below it is a 'Describe safety concern' section with a green progress bar. The 'Incident type (select one)*' section has four radio button options: 'Clogged Drain', 'Dumped Trash', 'Sidewalk Obstruction', and 'Streetlight Issue'. The 'Additional details*' section contains a text input field with the placeholder 'Write details here'. At the bottom is a green 'Next' button.

back

Describe safety concern

Incident type (select one)*

- ☐ Clogged Drain
- ☐ Dumped Trash
- ☐ Sidewalk Obstruction
- ☐ Streetlight Issue

Additional details*

Write details here

Next


REPORT


[PROTOTYPE LINK](#)


- add photos
- add location
- add details

back


Confirm details

 *Incident location*
ABNSD+SLWEMR

 *Incident type*
Sidewalk Obstruction

 *More details*
There are multiple garbage...

Your contact information

 **Jose Cruz**
Cell. No.: +63 917 123 4567 [Change](#)

Next

UPDATES

[PROTOTYPE LINK](#)

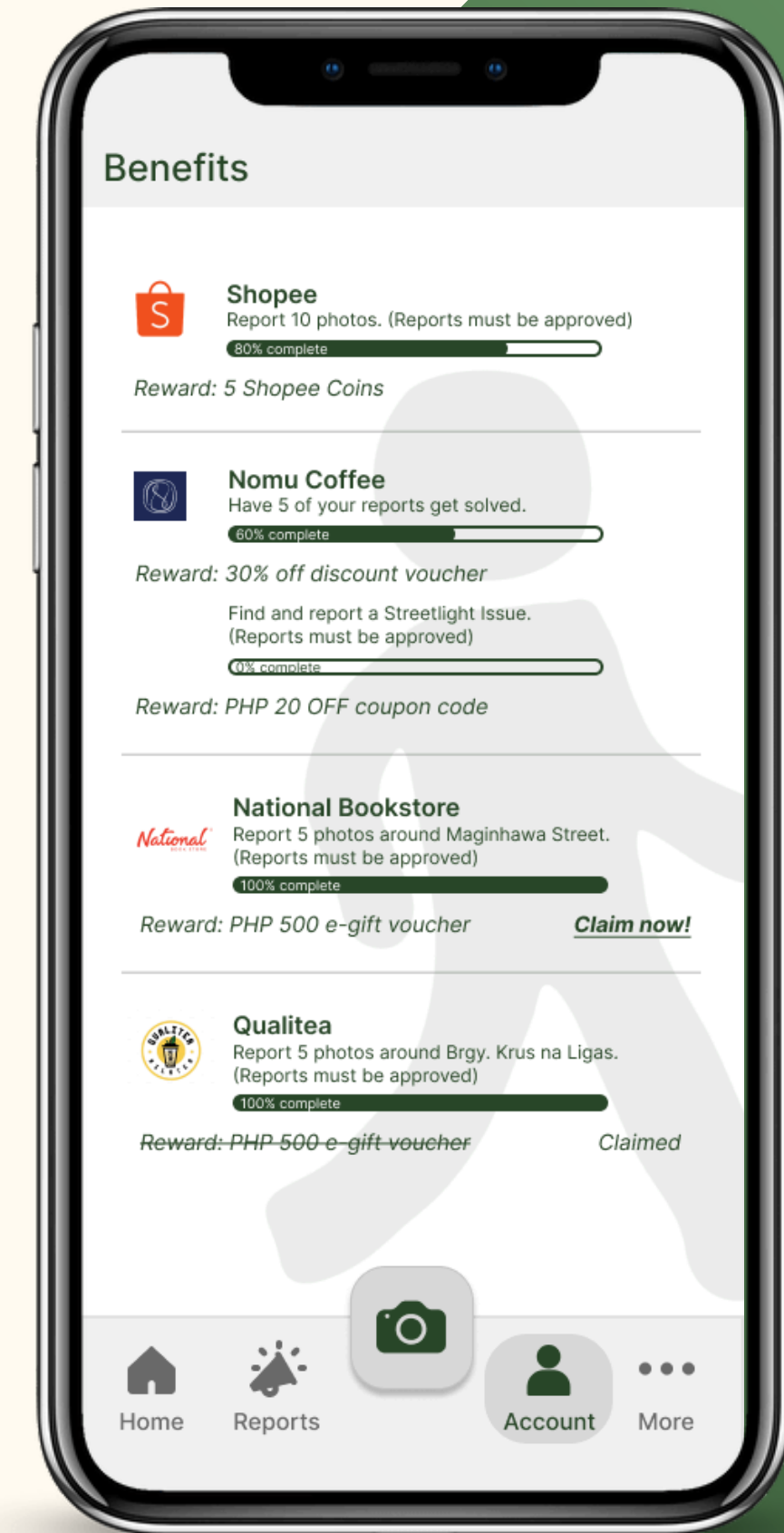
- get barangay response
- see progress



INCENTIVES

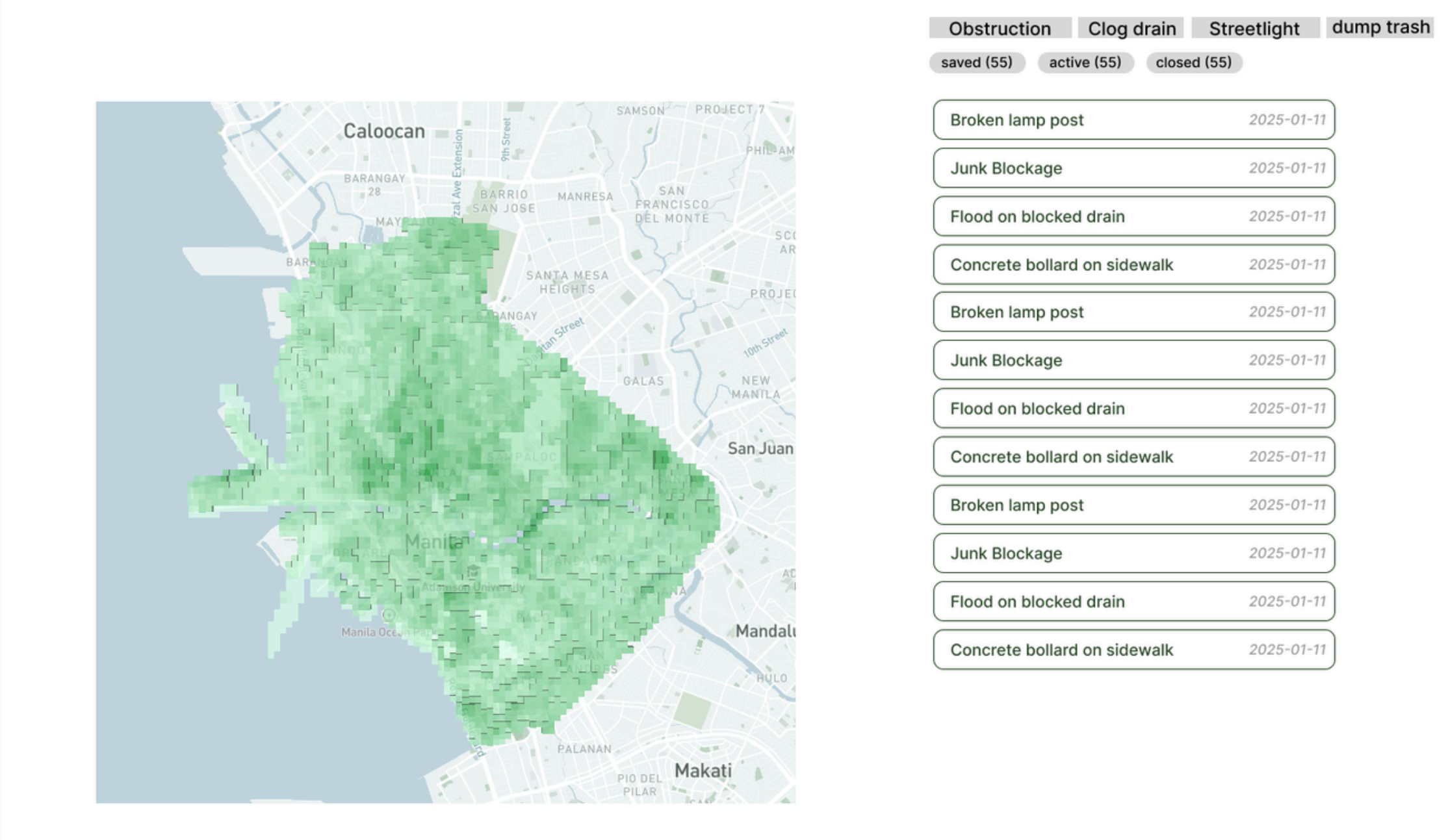
[PROTOTYPE LINK](#)

- claim discounts, vouchers



DASHBOARD

[PROTOTYPE LINK](#)



The image features a light cream background with decorative elements in a muted green color. In the top-left corner, there is a large, solid green circle. In the top-right corner, a thin green line curves from the edge, ending in a small green circle. In the bottom-left corner, another thin green line curves from the edge, ending in a small green circle. In the bottom-right corner, there is a large, solid green circle, partially cut off by the edge.

**LIGTAS
KAHIT SAAN,
KAHIT KAILAN.**

Benefits

**GET THE
COMMUNITY
INVOLVED**

**HELP LOCAL
BUSINESSES
AND USERS**

**ENCOURAGE
ACTIVE
TRANSPORT**

**CENTRALIZE
AND GAIN
USER DATA**

SUCCESS METRICS AND KPIs



Urban Impact

- walkability index over time
- pollution index over time



Interaction & Feedback

- number of reports addressed
- average time it takes for reports to be addressed
- user satisfaction



User statistics

- number of daily app users
- number of weekly new reports
- incentive system performance



POSSIBLE CHALLENGES AND MITIGATION

- Fake Reports and Trolls
 - Reports undergo a review process
- Abuse of Incentives
 - Limited redemption/s and timeframes
 - Adjustment of requirements
- Data Privacy Concerns
 - No personal information will be used



POSSIBLE CHALLENGES AND MITIGATION

- Application Glitches or Additional Concerns
 - Help Center
 - 1-on-1 Customer Support
- Transparency issues
 - Live updates are sent to users via email
 - The specific barangay office involved will be specified based on your issue category
 - The involved barangays are not cooperative

FEASIBILITY

The project is highly feasible given the project works in other countries, and:

- open-source frameworks are highly available online to serve as basis
- project is scalable and highly adaptable based on budget

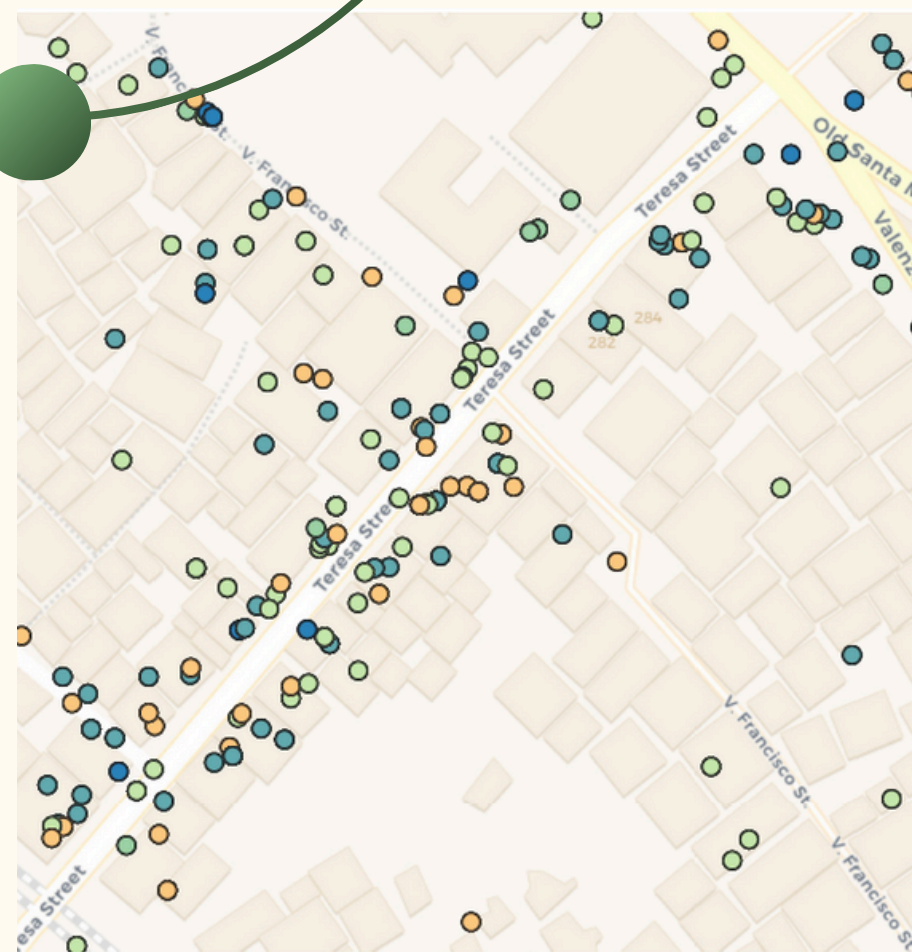
INNOVATION

This project would be **the Philippines' first centralized reporting application based on pedestrian perspectives.**

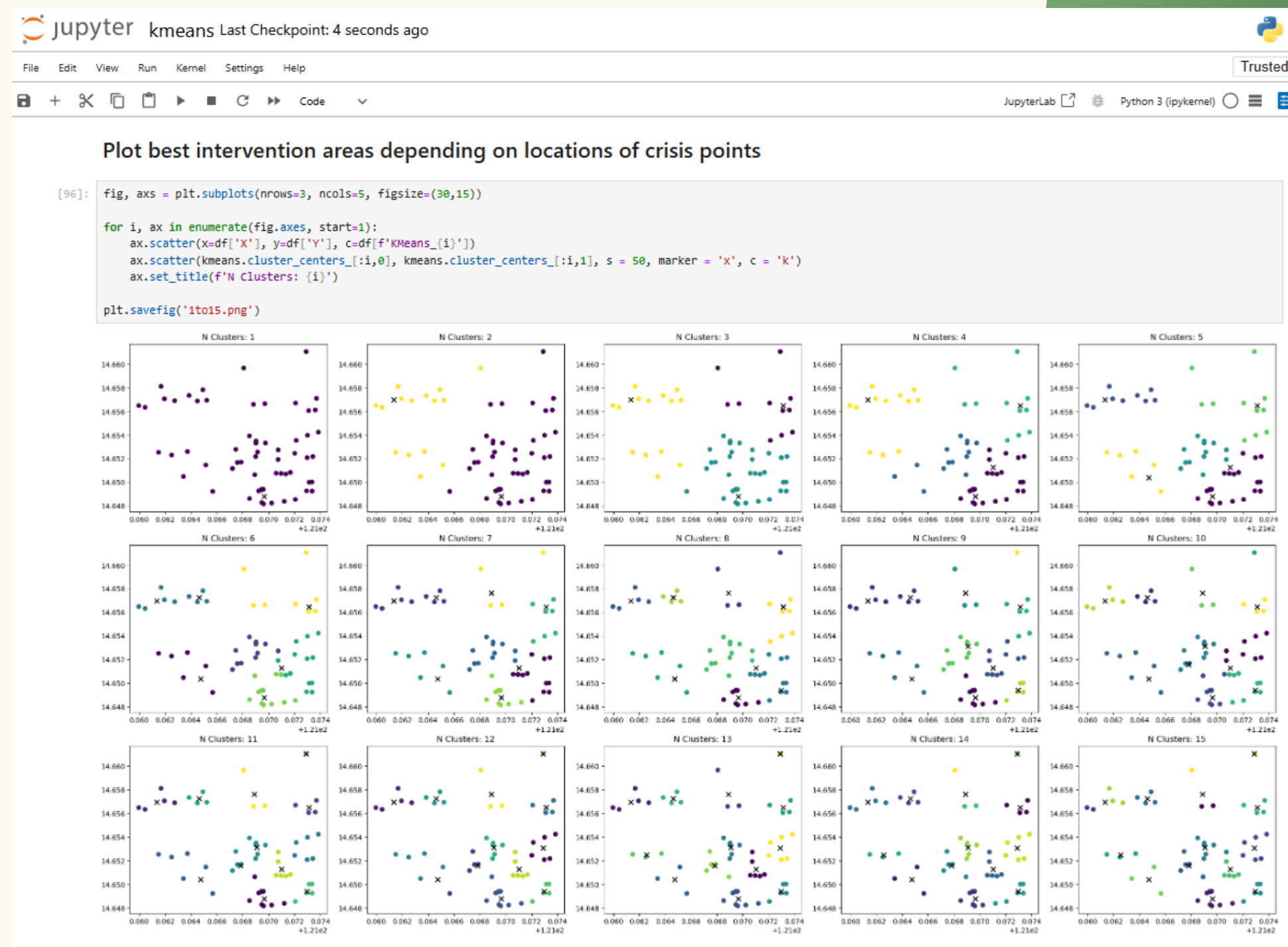
- the mobile application is **highly accessible** to any concerned citizen
- issues are **streamlined** and **solutions are publicized**

IMPLEMENTATION, STAKEHOLDERS AND POLICY ADVOCACY

- Initially partner with a local champion as a **pilot site**
 - Forging a MOA with localities that are supportive of active mobility (e.g., a barangay in Pasig City, Quezon City, Iloilo City)
- **Partner up with MSMEs** in the pilot site for the incentive system
- Possibility of tapping the **Special Local Road Fund (SLRF)**



**EXPAND REPORTING
SCOPE DEPENDING
ON BUDGET AND
COOPERATION**
environmental issues,
walkability issues,
accessibility issues,
gender inclusivity issues,
transportation issues, etc.



DATA-BASED SOLUTIONS based on app data

The background is a light cream color. It features several abstract green elements: a large solid green circle in the center, a smaller solid green circle in the top-left corner, a thin green arc in the top-right corner, a thin green arc with a small solid green circle at its end in the bottom-left corner, and a small solid green circle in the bottom-right corner.

THANK YOU

References

- abaya, e., fabian, b., gota, s., & mejia, a. (2011). assessment of pedestrian facilities in major cities of the philippines. proceedings of the easter society for transportation studies vol. 8
- Dinbabo, M. F. (2003). Development Theories, Participatory Approaches, and Community Development. ResearchGate . https://www.researchgate.net/publication/319316323_Development_
- Javier, S., Ballarta, J., & Regidor, J. (2018), Assessing the Walkability in the city of tacloban.
- Metro Manila development authority (mmda). (2024). 2023 Annual Report: metro manila accident reporting and analysis System (mmaras).
- Regidor, J.F. (2019). Factors influencing walkability and bicycle use in a medium-sized city: the Case of iloilo city. surp journal article 2019:02-1. transportation science society of the philippines.
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- Tolentino, N. Y., & Sigua, R. G. (2022). Characteristics of Walking and Cycling in Metro Manila, Philippines. National Center for Transportation Studies – Public and Government Service | Education. https://ncts.upd.edu.ph/tssp/wp-content/uploads/2022/12/TSSP2022_Vol5-No1_02-Tolentino-and-Sigua.pdf
- Wilson, A., Tewdwr-Jones, M., & Comber, R. (2019). Urban planning, public participation and digital technology: App development as a method of generating citizen involvement in local planning processes. Journals.Sagepub. <https://journals.sagepub.com/doi/pdf/10.1177/2399808317712515>.