

Mobilizing Local Investments for Air Ambient Quality



Resources Mobilized

- Manpower
- Expertise
- Financial Resources
 - Private Sector
 - Local Government Fund

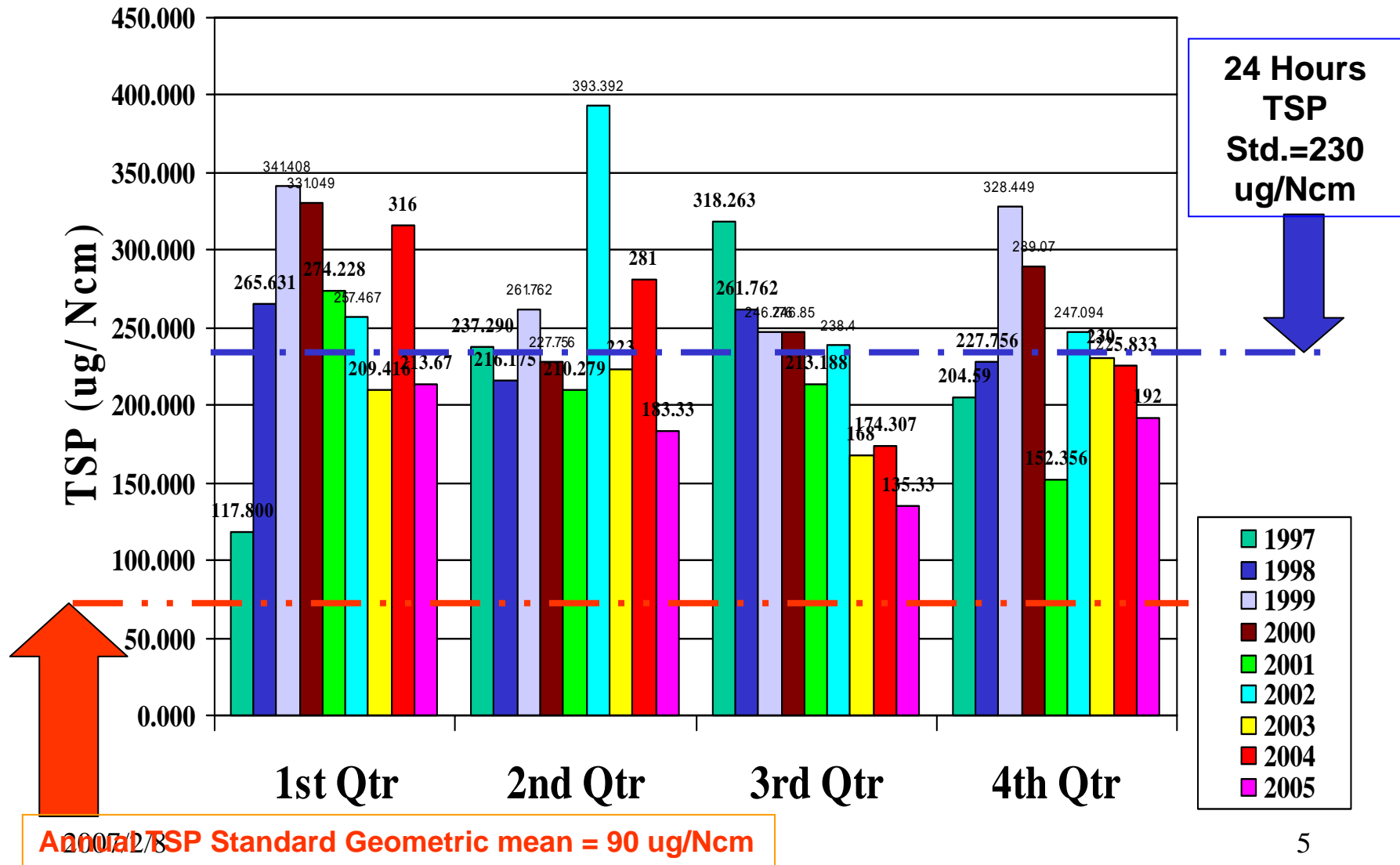
Why the LGU Invested

- Restore Baguio's Air Ambient Quality
- Broaden knowledge and update concepts
- Strengthen Stakeholder's participation in clean air campaign
- sound economics of climate change solutions

What made this possible

- Political Will
- Proactive Innovative approach in local governance
- Determined receptivity to improved air ambient quality
- Concern for comprehensive health development

Ambient Air Quality at Lower Session Road, Baguio City- Central Business District (1997- As of October 2005)



Forecasted Emissions

Baguio City 2010 Community CO₂ Emissions



Causes of Air Pollution in the City

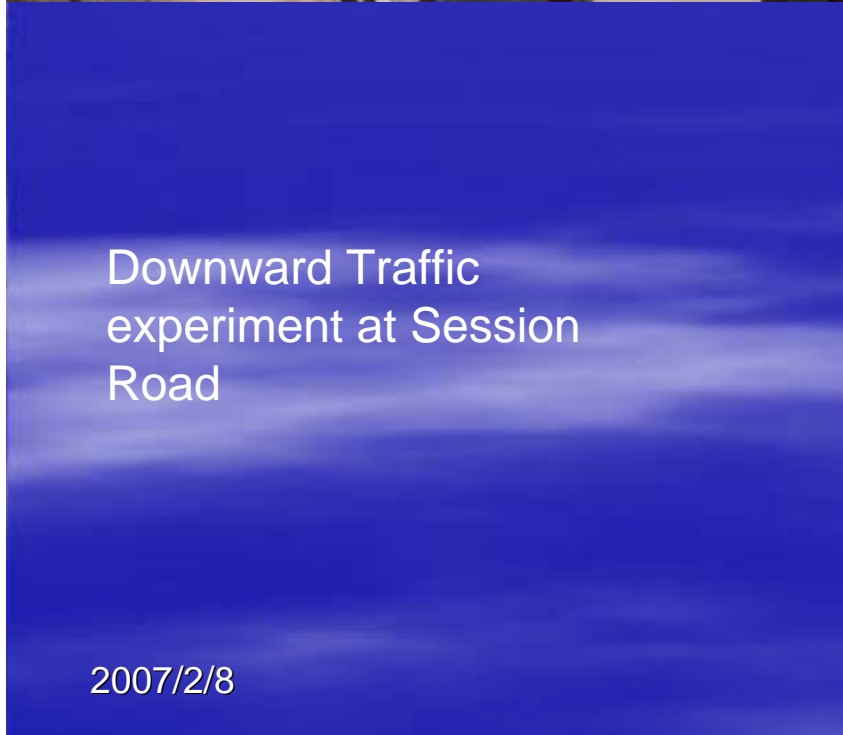
- Motorized Transport
 - Accounts for 62 percent of pollution in the city
- Non-Motorized Transport
 - Industry
 - Solid Waste
 - Liquid Waste
 - Energy (electricity)



Initiatives	Environmental Benefits	Socio-economic Benefits
Number Coding Scheme	Improvement in air quality (reduction of criteria pollutants and greenhouse gases emission)	Ease traffic congestion, road safety, health improvement, increase income savings, energy and fuel savings
Reforestation Program	Improvement in air quality, increase CO2 sequestration	Increase urban green spaces (tourism, social activities etc)
Promotion on the Use of Alternative Fuels (coco methyl ester, ethanol, LPG, CNG)	Improvement in air quality (reduction of criteria pollutants and greenhouse gas emission)	Energy efficiency, cost savings, minimize exposure to health hazards
Traffic and Transport Management	Improvement in air quality (reduction of criteria pollutants and greenhouse gas emission)	Ease traffic congestion, road safety, health improvement, energy and fuel savings.



Number Coding Signage



Downward Traffic
experiment at Session
Road

2007/2/8





Advocacy Drive on Clean Air



Air Quality Status

Comparative Total Suspended Particulate (TSP) June 2006; (ug/Ncm)

Dates of Sampling	TSP at Pacdal Area	TSP at CBD
June 7-8	7	156
June 14-15	8	127
June 21-22	11	132
June 28-29	2	111

Data Source: EMB, DENR - CAR

Reforestation

Planted 288,000 seedlings from 1999 to 2002 or 2304 Tons of eCO₂ sequestered



Promotion of the Use of Alternative Fuels “Green Fleets” Project (Clean Cities Program)

- Pilot Testing of 10 to 15 Taxicabs that will use LPG. This is a tie-up between the City Government of Baguio and Shell Filipinas.
- Tie-up with Petron on Clean Fuels and other products that will reduce emissions from vehicles
- Lakbay Aral of officials of Jeepney Drivers and Operators Association to DOE, MMDA, Petron, Shell, etc. to showcase available alternative fuels.
- Clean Air Campaign Forum for Drivers and Operators by the Baguio Regreening Movement
- Promotion on the Use of CME for diesel fed vehicles



Traffic and Transport Management

- Loop Concept for PUJ's
- Mass Transport (Electric Trolley Bus)
- Tri-Media approach in IEC

Implementation

- Strategies and Approaches:
 1. Participatory
 2. Integrated
 3. Holistic
 4. Application of Polluters Pay Principle

Many Hands, Make Light Work

Effective and sustainable solution for cleaner air must be the result of active and responsible cooperation between private and public sectors.

Response to urban air quality degradation cannot come from the government alone.



A SOCIETAL RESPONSIBILITY

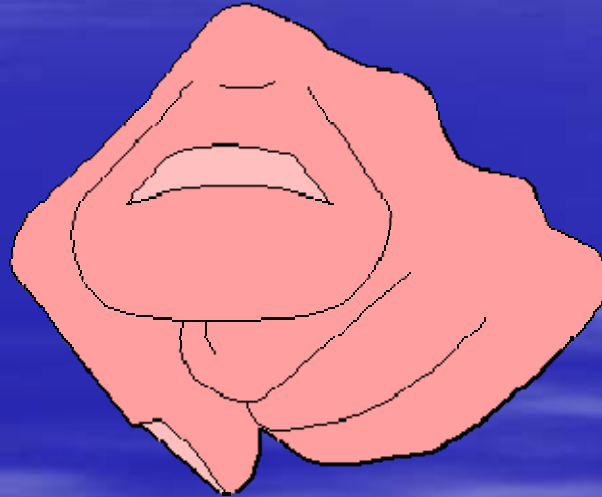
Impacts

- *Generated concerted effort among City Gov't, business sector, civic groups in clean air related activities.*
- *less exposure of the people to health hazards due to air pollution*
- *Improved air ambient quality*

Lessons Learned

- Campaign contributed to the economic and social well being of the people
- Need for active partners in promoting clean air
- Comprehensive and relevant information is a key to better decision making at all levels of governance
- Evolving Program Champions
- Need for enhancing air quality management capabilities at the local level
- Need for enhancing information exchange
- Need for facilitating inter-LGU cooperation

Environmental Conscience
should be developed



EVERYONE IS A STAKEHOLDER