



ASIAN INSTITUTE OF MANAGEMENT | MAKATICITY

Fixing the Fragments

Driving a Coherent EV Future from the Grassroots

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The Spatial Fragment

NATIONAL VS. LOCAL

Blueprints are not Bricks

National policies like EVIDA provide the macro - level map. However, the chasm between metropolitan boardrooms and municipal corridors remains vast.

We must look beyond Metro Manila to the first-class trading towns and agricultural gateways.

THE GUMACA CONTEXT

Broken Mobility

As services expanded, geography grew, but transport remained fragmented. Five kilometers separated our old town center from emerging health and administrative hubs.

Navigating Broken Corridors

📍 Municipal Extension: 5km away in Panikihan.

🚢 Seaport: 3km out in Villa Bota.

🏥 Lying -in Clinic: Anchors Barangay Sastre.

For the vulnerable, these distances meant high costs and erratic vehicle transfers.



The "Policy-In-Action" Model



Executive Agility

Bypassing multi-volume theoretical ordinances to move straight into execution via the 20% Development Fund.



Learning Sandbox

Treating the initial 18-unit rollout as an operational testbed for battery degradation and route efficiency data.



Legislation

Harvesting real-world operational truths to forge permanent local legislative frameworks for EV adoption.

The Hatid Program

INSTITUTIONAL TRANSPORT CORRIDORS

- ✓ Poblacion - Panikihan: Civic core connection.
- ✓ Poblacion - Villa Bota: Maritime passenger transit.
- ✓ Poblacion - Sastre: Lying-in & BIR district access.

Running 4 trips per hour with 5 -passenger e-trikes, ensuring safe and cost-free transit for the public.



SOCIO-ECONOMIC FRAMEWORK

40,000

MONTHLY PASSENGERS SERVED

Zero-cost mobility for students, senior citizens, PWDs, and the general public.

Tourism & The Green Economy



THE WEEKEND PIVOT

Eco-Mobility x Eco-Tourism

On weekends, the fleet transitions seamlessly to carry visitors along our historic corridor: San Diego de Alcalá Cathedral, Kutang Bato Fortress, and the coastal Baywalk.

Green transit organically supports local commerce while funding its own long-term operations.

Leading by Example

Fleet Modernization

We cannot champion EV benefits while anchored to a carbon-heavy past. Our internal program replaces administrative and tactical vehicles with green technology.

- 🚗 2 Admin EVs: Official municipal duties.
- 🚔 Police PHEV: Tactical emergency response.



Infrastructure Evolution

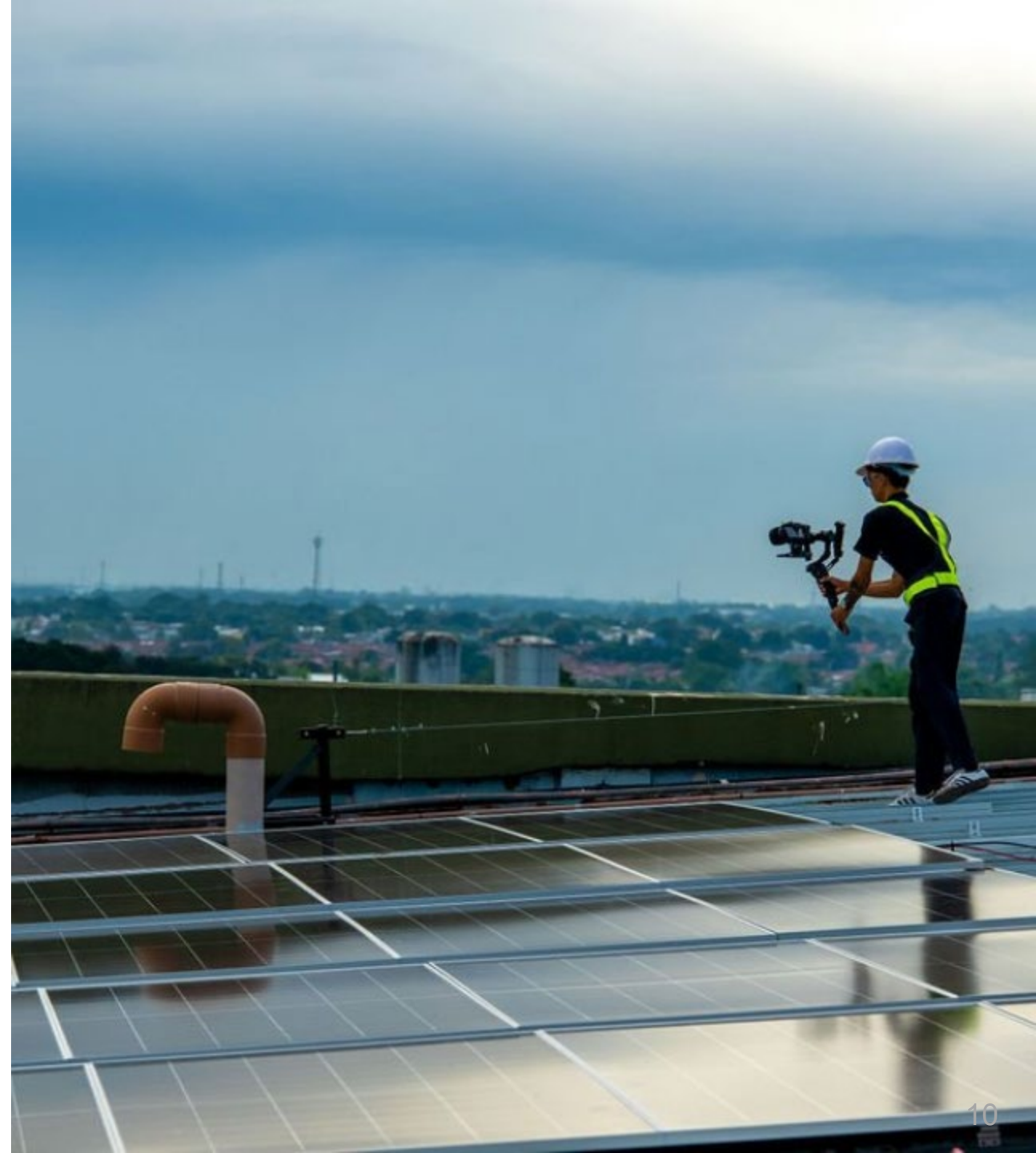
PHASE	INFRASTRUCTURE	STRATEGIC LOCATIONS	PRIMARY MANAGEMENT
PHASE 1 Immediate	Commercial -grade On -Grid Basic Charging Units	Endpoint Route Terminals & DRRM Operations Center	Centralized Dispatch Depot at DRRM Operations Center Complex
PHASE 2 Mid-Term	Advanced Solar Panel Arrays + BESS Storage	8 Pilot Barangay Halls & Municipal Complexes	Decentralized Micro-Grid Network & Public EV Charging Hubs

Investing in the energy foundation today ensures a clean ecosystem for tomorrow.

Sustainable Power

A coherent EV future requires a coherent energy strategy. We avoid the emissions shift by moving toward decentralized micro-grids.

Solar-powered barangay hubs ensure disaster resilience while providing the backbone for localized public EV charging.



Social Inclusion & The Just Transition

Complementary Layer

EV corridors strictly serve institutional hubs.
Local door-to-door micro-mobility remains the protected domain of traditional tricycle drivers.

Upskilling Workers

We prioritize hiring existing drivers to man the EV fleet. Every operator receives technical training in EV safety and component maintenance.


"Converting potential critics into the primary pioneers of green mobility."

The Medium-term Horizon

Our vision

To emerge as the premier coastal hub of Quezon Province, where rich heritage and smart innovation converge through sustainable clean transit systems, driving inclusive growth, environmental stewardship, and community well-being for every single Gumaqueño.

“The future of mobility becomes meaningful when innovation reaches every community.”

A nighttime photograph of a cityscape with lights reflecting on a body of water. The sky is dark blue, and the city lights are visible in the background. The text is overlaid on the image.

“Fixing the fragments of public transportation does not require massive metropolitan scale; it requires municipal political will.”

Maraming salamat po, at mabuhay ang malinis na kinabukasan!