

# BAGONG BUTUANON!

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## I. Design of the Solution

For the rehabilitation of Butuanon river, we realize that it is not enough to organize community clean ups or to simply provide waste receptacles. It is not enough to rely on good natured citizens to slowly rehabilitate the river. We realized we needed to give a stake to those with the funds/means.

Our vision is for Butuanon River to become the unifying cause for the society. The areas along it would have public open space where citizens can bike, take a stroll or have community gatherings. There will be strategically placed commercial areas to cater to these users. We imagine riverside cafes, hawker food stalls, bike shops, art galleries, and health & fitness studios.

By making the space a usable space for the community, the cleanliness and maintenance of the river not only give ecological benefits, but potential monetary benefits as well. We are expanding the circle of stakeholders who stand to benefit from the long term health of the river, at the same time we are giving the city some much needed open space.

This is not a new concept. Other countries around the world have seen the benefit of investing in the beautification and rehabilitation of their natural environment.

Short Term Plans	Campaign to spark interest & investment in River
Medium Term Plans	Development of selected areas that only need minimal intervention (this will be the model unit that further development can base from, others can introduce their own unique amenities relevant to their area)
Long Term Plans	Show which parts of the river need intervention (which areas based on study need the most maintenance)

Figure 1. The Project Area with Impressions of The Proposed Modifications

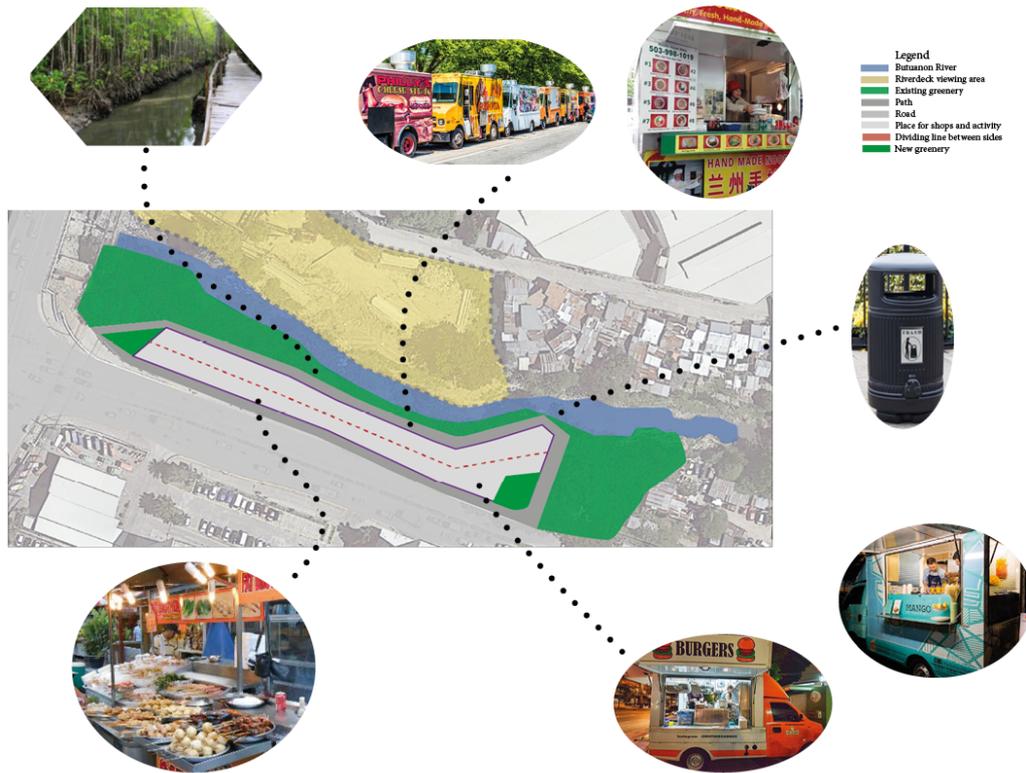


Figure 2. The Pilot Project Area Along with other Projects Currently in Development



## II. Cost Benefit Analysis

SHORT TERM PLAN			
Duration: 1 Year			
	Cost	Duration	Subtotal (Php)
<b>Advertising/Marketing</b>			
Marketing Company (ESTRAT Marketing)	Php 150,000.00 for 1 project	12 months	150000.00
Advertising Fee (Facebook)	Php 350.00 per 1000 impressions	MWF for 12 months	54600.00
Billboards (Ouano Avenue Mandaue City)	Php 50,000.00 per month	12 Months	600000.00
<b>Community Gatherings (100 PAX)</b>			
Snacks/Meals	Php 60.00 per head	1 gathering per month	72000.00
Water(500 mL)	Php 346.50 per box (35pcs.)	1 gathering per month	12456.00
Trash Bags	Php 369.00 for 100 pcs. (XL)	1 gathering per month	369.00
<b>Total</b>			889,425.00

MEDIUM TERM PLAN			
Duration: 3 Years			
	Cost	Quantity	Subtotal (Php)
<b>Minor Development Plans</b>			
Garbage Bins	Php 2,355.00 per 240L Bin	9 pcs	21195.00
Food Carts	Php 10,000.00 per stall	5 stalls	50000.00
Restrooms	Php 50,000	2 Restrooms	100000.00
<b>Total</b>			171,195.00

LONG TERM PLAN			
Duration: 5 Years			
	Cost	Duration	Subtotal (Php)
<b>Maintenance</b>			
Salary of 2 Janitors/Facility Managers	Php 13,000 per month	5 Years	1560000.00
Salary of Civic Society Coordinator	Php 30,000 per month	5 Years	1800000.00
Salary of Civic Engagement & Promotions Coordinator	Php 25,000 per month	5 Years	1500000.00
Salary of Educational Institution & Barangay Coordinator	Php 25,000 per month	5 Years	1500000.00
Salary of Private Organizations & Corporation Coordinator	Php 25,000 per month	5 Years	1500000.00
Salary of 2 Committee Members	Php 13,000 per month	5 Years	1560000.00
<b>Utilities</b>			
Electricity	Php 2,500.00 per month	5 Years	150000.00
Water	Php 5,000.00 per month	5 Years	300000.00
<b>Total</b>			9,870,000.00

In this 9-year project, an estimated total of 10,930,620.00 pesos will be needed for the project to be realized. During the short term part of the plan, our team aims to increase awareness of government programs that are already geared towards the rehabilitation of the Butuanon river. Through advertising and community gathering, the general public will be informed of upcoming and ongoing projects around the downstream portion of the Butuanon River. Through the team's proposed awareness campaign, both the government and its people could play an active role in saving Butuanon river, as the attention can attract possible new investors.

For the medium term plan, the development of selected areas near the Butuanon Bridge will be possible. In order to attract more foot traffic near the river, food stalls can be strategically placed along the viewing deck. These food stalls could be rented monthly by local vendors from Mandaue City and the surrounding areas. However, to keep the viewing deck clean, the team plans to install 9 garbage bins (3 "Biodegradable" bins, 3 "Non-Biodegradable" bins, and 3 "Residual" bins). Moreover, public restrooms will be created. To garner more income, a charge toilet will be established. This means that a small fee will be charged for the use of the restrooms.

As for our long term plan, most of the benefits will start to outweigh the cost. Since there is a need to maintain the viewing deck, certain employees would need to be hired. Janitors, facility managers, and coordinators would be needed. This creates more job opportunities. As for janitors or facility managers, settlers along the riverside could be offered the position. Lastly, with the increased awareness and a touch of commercialism, the tourists would not need to go far into the province of Cebu to see nature. Instead, they can visit the newly made, beautiful Butuanon Riverside. The nature and relaxation they seek could be within the city of Mandaue.

### **III. Planning**

This project is essentially a long-term awareness campaign to garner funding and support for EXISTING development plans that have not been completed either due to funding constraints, lack of urgency for implementation, or both. The long-term goal for this campaign is to have the linear park developed along the Butuanon river and make it a hub that citizens would flock to.

The immediate steps to be taken involve creating a body specifically for drawing attention to and making existing programs more well known. The current system makes it difficult for the average citizen to find projects and activities that they could contribute to. Part of our team's proposal is to create a civic society arm in Mandaue City Hall. This team would have liaisons for coordinating with educational institutions, barangays, private corporations and organizations, and the Mandaue public information office.

### **Phases of the Campaign**

#### **I. Creation of a New Committee within the Mandaue City Hall**

- Main movers: City Hall must create and put a team on the payroll
- Mandaue City should create a civic society coordination team under their Public. This team will correspond of the following:
  1. Civic Society Coordinator
  2. Civic Engagement & Promotions
    - a. creating / outsourcing marketing campaigns
    - b. Manages information dissemination
    - c. Charged with making the projects known to people
  3. Educational Institutions and Barangay Coordinator
    - a. coordinating with educational institutions
    - b. coordinating with Local Baranggays
    - c. Keeping an updated list of the ongoing programs that each barangay has. The programs they will be tracking are of three types:
      - i. Needing Citizen Participation: programs needing volunteer manpower
      - ii. Needing Private Funding: programs that require donations
      - iii. IECs and Awareness campaigns: seminars, workshops that people can attend
  4. Private Organizations & Corporations Coordinator
    - a. Coordinating with local private organizations

#### **II. Create Marketing Campaign**

It is advised that the new committee will be given a budget to contract an existing marketing firm to plan and design the campaign. The creation of the campaign is estimated to take about 6 months to complete and will be implemented after. These campaigns will be used to gain attention from the

citizens, and also provide them with the knowledge of programs they can participate in to help.

**III. LGUs, Different Departments, maintain relations with the CS Committee and ensure that they update CS with relevant information and projects.**

**IV. Research and Acquisition of materials for Improved green spaces, namely Butuanon Viewing Deck.**

The CPDO will canvas and acquire the garbage receptacles and materials for the pay-to-use restrooms and kiosks for the Butuanon Viewing Deck. Barangay Ibabao-Estancia officials at this point shall look into potential sellers who can rent the kiosks and sell goods at the Butuanon Viewing Deck.

**V. Construction and boosting of Modified Butuanon Viewing Deck**

Overseen by CPDO, the improvements shall be added to the Butuanon Viewing Deck. Barangay Ibabao-Estancia officials shall hire maintenance personnel with the main purpose of maintaining the pay-to-use restrooms. The CS Committee will take an active role in promoting the Butuanon viewing deck, utilizing their connections with different sectoral institutions to have a wider reach.

**VI. Operation of Modified Butuanon Viewing Deck**

**VII. LGUs and Departments must continue to update the CS Committee on the progress of their projects such as changes in water quality, further progress on green spaces developments.**

The CS Committee will use these updates as tangible evidence of progress and make this information available to show people that their collaborative efforts are effecting change.

**VIII. Modification to other Green Spaces**

**IX. Optional: Implementation of Green spaces in more areas.**

Figure 3. Proposed Civic Society Committee to be Added to Mandaue City Government

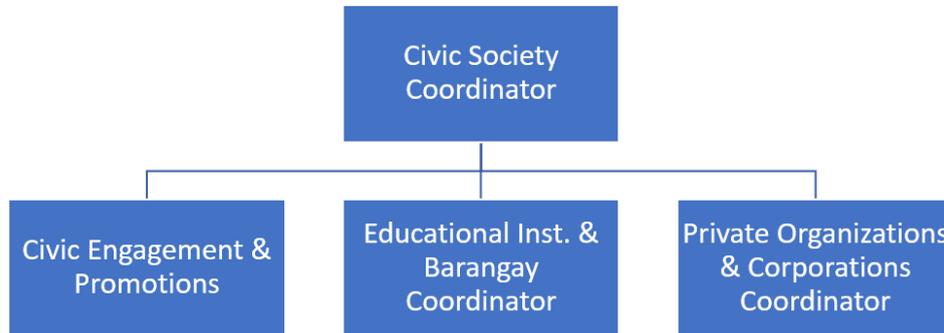
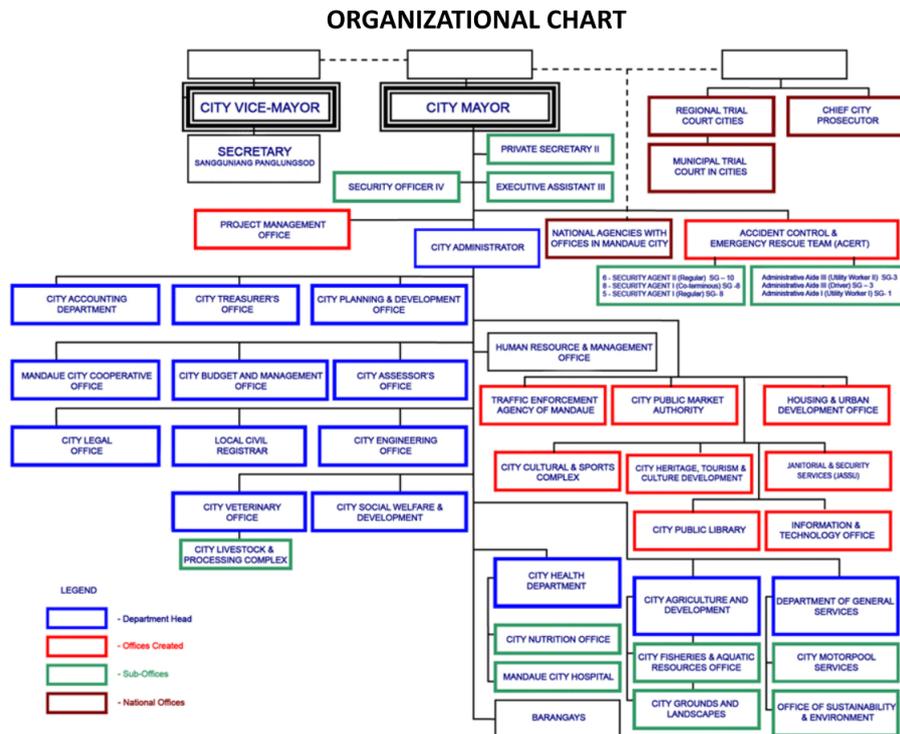


Figure 4. Current Organization of Mandaue City Government



#### IV. Stakeholders Involved

The main goal of this campaign is to show people what they stand to gain while highlighting the doable actions they can take to help the development of the linear park come to fruition. Notice that the plan itself is not necessarily how to put up the linear park step by step, but it is a supplementary action plan that is focused on turning the plans of a linear park into a goal for the entire community to work towards.

**Private Corporations.** By investing and supporting the development of the river into a linear park, they invest in the maintenance of the river, the beautification of the area, the development of a potential tourist spot/ community space, both of which are not as common in the industrialized Mandaue City. Private corporations and organizations such as Rotaract and Chamber of Commerce are often performing corporate social responsibility.

**Barangay.** There are existing programs from organizations such as MCENRO that offer rewards and incentives to barangays if they are able to successfully implement programs such as waste diversion programs. In the short term, they can avail of these rewards. In the long term, the sooner that the linear park is realized, the sooner people will have a sanitary space to hang out in nature. This could improve the value of their barangays, and also present opportunities to locals by increasing their exposure to potential customers.

**Average Citizens.** In the short term, the citizens should experience more active efforts from LGUs having a better implementation of the waste management system, directly benefiting them as their areas will be more regularly serviced.

**Low-income Citizens & Riverside Communities.** In the long term, the river-side communities will have more stable livelihood opportunities because the maintenance and operation of the linear park requires more manpower. The government would also have more incentive to employ the local residents as this would boost their employment rates.

## **V. Operations and Maintenance**

**Responsibility.** Mandaue City will be responsible for the campaign. For a cleaner and healthier city, the campaign is very important to increase awareness. They will make sure the project will be implemented, also they will advertise and organize events where they talk about the campaign. As for the maintenance and operations of the pilot location, this will be

**Advertising and events.** The campaign can be implemented by organizing events. Here, the Madauae city will showcase their environmental and sustainable projects. They will share the actions that need to be taken by the citizens, the sketches and explain the benefit that everyone is getting out of it.

They will advertise for a win-win situation. When you stop throwing waste in the river, you enjoy a clean and healthy area, you attract more people, and you attract more business. Additionally, there will be a team which everyone can get in contact with. There is a contact person to whom citizens can talk to. This person can explain the campaign and help the citizens with thinking of ways how they can help with/profit from the campaign. Also there will be a contact person for the local parties. They probably also have questions on what they need to get/will get. Also there is a person responsible for organising the events and a person for the advertising. Infographics and the like will be streamed onto different media platforms, especially social media. The contents of these highlight things such as state of the river, updates, ongoing programs for people to contribute to and most importantly, how people can participate. These will be circulated with main accounts and pages but also circulated with partnering businesses, department pages, barangays pages, and many more. The idea is to engage existing pages with wide reaches as well to give the project substantial online presence and engage people even in the comfort of their own homes.

**How does it stay clean?** To make sure the area will stay clean when more people come to the spaces, trash receptacles will be placed (and can be added if the need arises) and monitoring will be implemented by the existing eco-wardens. Eco-wardens and appreciation of the area are expected to encourage people to follow the rules. The campaign will also increase cleanup activities, to give different citizens a chance to see the pollution problem firsthand. By including the citizens in cleaning sessions throughout the year, their awareness is raised and their eco-consciousness is engaged. This is geared towards making people make more prudent actions with how they live and its effect on their environment.

**Maintenance.** The area needs to be maintained. This will be done regularly. However, once a year, added structures can be repainted and other park facilities could be maintained.

## **VI. Detailed Location Analysis**

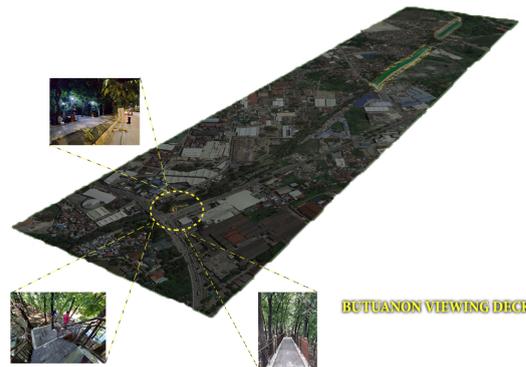
For the project location, the City Planning and Development Office have already scouted and selected sites in their Public Parks, Open and Green Spaces Initiative. Our proposal will be improvements on these projects.

Figure 5. Map of Proposed/Ongoing Projects From City Planning and Development Office (CPDO)



Our medium term plans involve adding economically beneficial projects to the spaces that have already been developed, namely Butuanon viewing deck in Ibabao-Estancia, which will serve as the pilot area for the improvement project.

Figure 6. Butuanon Viewing Deck



In the long term, the improvements can also be added to the other green spaces such as the Umapad Eco-Fence and the Mandaue Green Learning Park.

## VII. The Butuanon River Improvers

